



The Leon Recanati Graduate School of Business Administration

1231.3927.01 – Intro to the Case Competition

(Prerequisites: Principles of Strategy; Principles of Finance
or Introduction to Financial Accounting)

Second Semester – 2016/17

Section	Day	Hour	Exam date	Lecturer	Email	Telephone
01	Monday	15:45-18:30 (First half)	No exam	Dr. Yair Friedman	yair@friedman.org.il	

Office Hours: By appointment

Course Units

1 course unit = 4 ECTS units

Course Description

This course serves as a preparation to the Soafer International Case Competition (SICC) by studying case study analysis. The course reviews the principles and conceptual frameworks for evaluating business strategy, helps develop a top management perspective, and guides students in formulating business-level strategies.

Course Objectives

Upon completion of the course, the student will be able to:

1. Understand case study analysis.
2. Successfully analyze and discuss strategy cases.

Evaluation of Student and Composition of Grade

Percentage	Assignment	Date	Group Size/Comments
10%	Class Participation / contribution Note that all participants are obliged to attend the SICC itself, scheduled to May 17 th (17:00-20:00)	-	Individual
30%	4 feedback write-ups	TBD	Individual
60%	4 group presentations	Session	Groups of four

* According to University regulations, participation in all classes of a course is mandatory (Article 5).

* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed.)

Course Assignments

Class attendance and participation

Students are expected not only to attend all classes, but also to actively participate by significantly contributing to in-class analysis of cases, as well as any other type of class discussion.

Group Case Presentations

The objective of group class presentations are twofold: (1) serve as practice in presenting case study analysis in front of the class and (2) strengthen participant's analysis and presentation skills by teaching the class a selected aspect of case study analysis.

Individual Feedback Write-ups

The objective of individual feedback write-ups is to force students to think critically about group presentation from both process and content perspectives. Write-ups will be evaluated by the quality and depth of assessment and the originality of contribution.

Students who are unable to complete an assignment or course requirement must notify me and the TA of the course in advance via email
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Grading Policy

The final average grade for this course will be in the range 82-87%.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (Moodle)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well.

Course material will be available on the course site.

Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

Course Outline*

#	Topics	Readings
1	Ellet W. 2007. How to analyze a case. HBS. Bruner R. 2001. How to study and discuss Cases. Darden School Foundation.	Introduction to case study analysis.
2	Materials will be in the course website / Folder.	Enhancing presentation skills – the do's and don'ts.
3	Read case study	Case 1: Ace
4	Read case study	Case 2: InSightec
5	Read case study	Case 3: Tefron
6	Read case study	Case 4: From Economy to WEconomy: The rise of collaborative economy
7	Session with the representing team	-

Course Materials

- Course Pack - a compilation of articles, book chapters and case studies available at SAFRUT ZOLA (which obtains the required copyright permissions and then reproduces and packages the material – number L253.
- Articles posted on Virtual TAU.

A few noteworthy Remarks

- I plan to be prepared and I hope you will be as well. At times, I may call on individuals whose hands are not raised. Please let me know before the start of the class if some emergency has made it impossible for you to be prepared adequately for that class. This avoids embarrassment for us all.
- Please turn off cell phones during sessions. External distractions disrupt class and lower the quality of discussions and interactions.
- I will be happy to discuss the course or any other issue of interest to you on an individual basis. Please see me in class to set up an appointment. E-mail is the surest way to track me down - yair@friedman.org.il, and I will typically respond within 24 hours.