

Module: Case Study II

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MSc in FM
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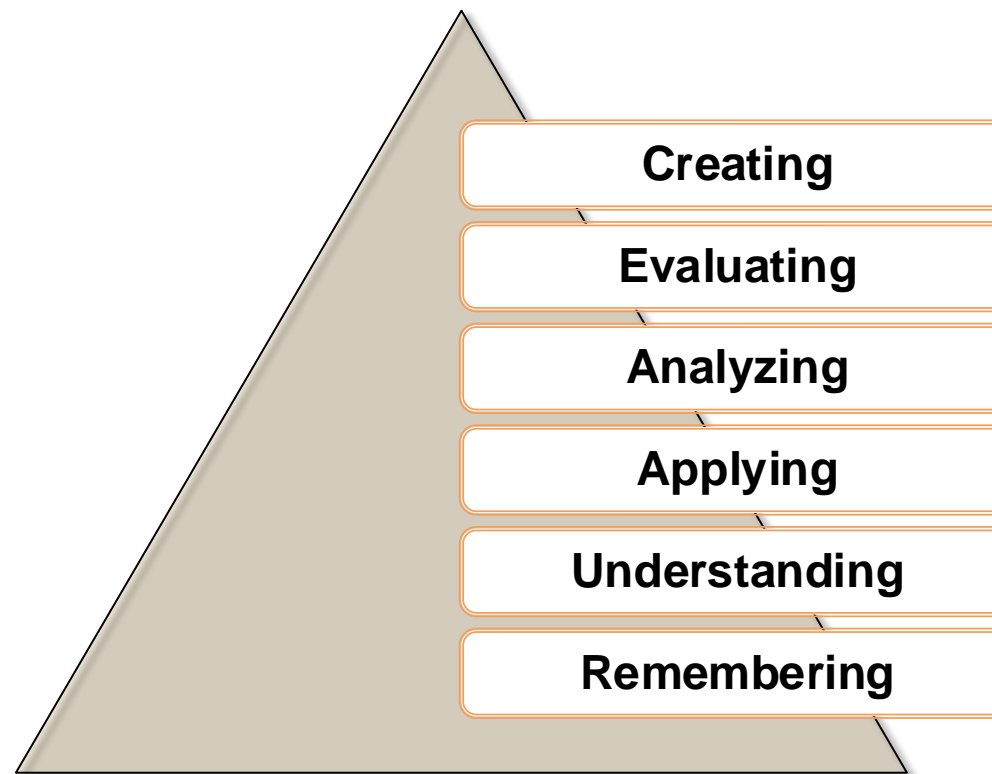
Module: Case Study II

Formal issues

the work process takes place in groups and is graded as a group mark (written document and the presentation)

Bloom's Taxonomy

“Bloom's Taxonomy was created in 1956 (...) in order to promote higher forms of thinking in education, such as analyzing and evaluating concepts, processes, procedures, and principles, rather than just remembering facts (...)”. (Bloom et al., 1956)



1. Seven steps of problem-based case study learning

Step	Goal
1. Definition of core concepts	Establish a common basis for all members of the group
2. Problem definition	Narrowing down the problem to the focus aspect(s) that will be dealt with
3. Problem analysis / Brainstorming	Activation of existing knowledge of group members
4. Systematic elaboration	Definition of questions that will be solved
5. Identification of knowledge gaps and formulation of learning goals	Formulation of learning goals as bridges between questions and knowledge
6. Individual self-study	Development of knowledge in relation to learning goals in self-study mode – working with literature
7. Synthesis of new information	Applying the (new) knowledge to the problem

1. Solving a complex real-world problem (business and management research, Zikmund et al. 2010)

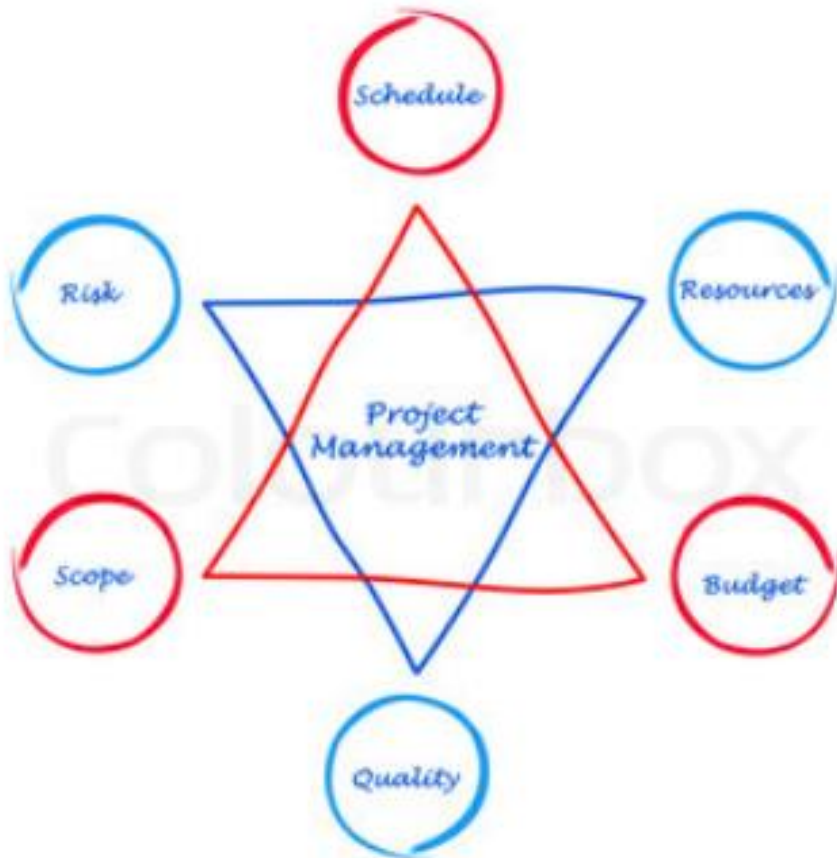
Problem analysis

Identification of knowledge gaps

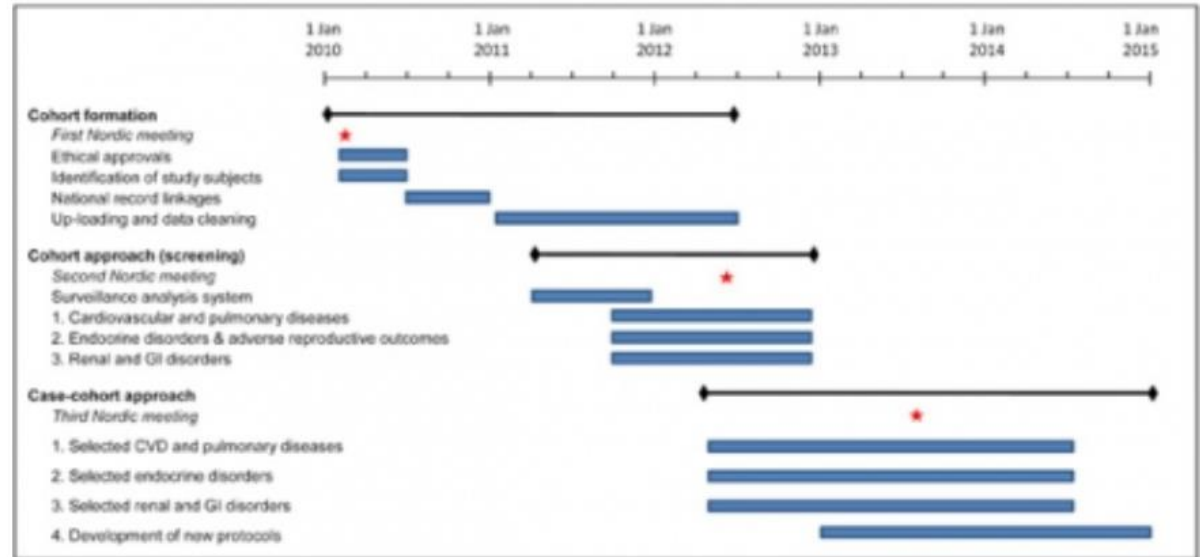
Development of knowledge

Concept and solution of problem

2. Project Management / PM (-plan and guidelines)

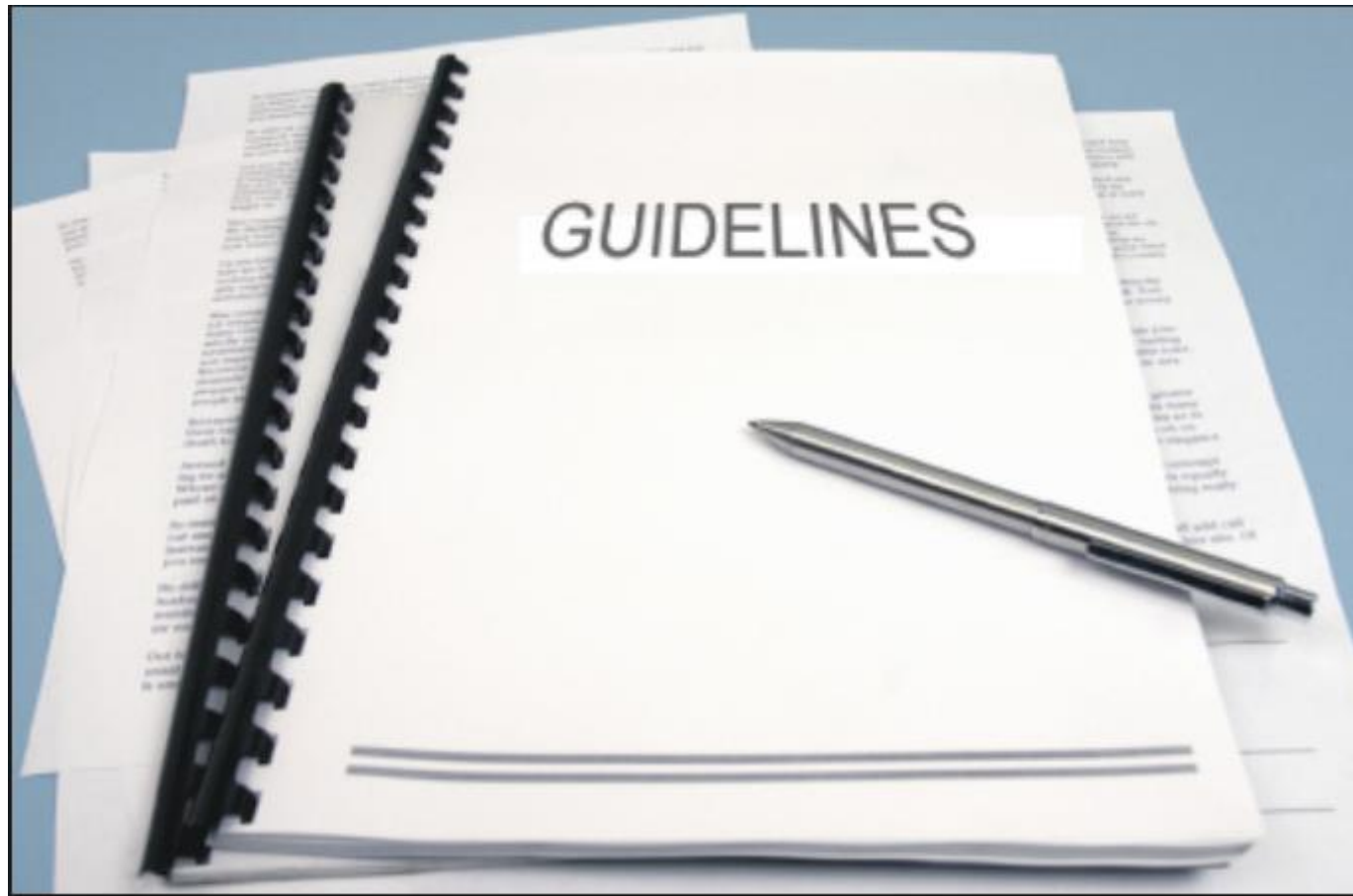


Gantt Chart for ALICCS



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3. Team Guidelines



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Signed by all members of the team

3. Team Guidelines: Break an engagement / consequences

After a first contempt the concerned group member will get a warning. After a second contempt the group will democratically exclude the group member. In any case, if the group members don't come to an agreement, a neutral outside person (case study coach) will be consulted.

In practice and legally seen:

- Verbal warning
- Written warning on the same issue
- Forward the claim and apply for exclusion to the steering-board (PM) (here coach)
- Exclusion and hand in the report as a single person within the same assignment

Why case study and why coaching instead of lecturing?

“a person who teaches and trains the members of a team and makes decisions about how the team plays during games”

(Merian Webster, 2014)

“an exposition of a given subject delivered before an audience or a class, as for the purpose of instruction” (free dictionary, 2014)

The aim of a case study:

Learning Outcomes and Competencies

The case study is the most flexible of all research designs, to retain the holistic characteristics of real-life events while investigating empirical events. In general, a case study is an empirical inquiry which “investigates a contemporary phenomenon within its real-life context: when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used” (Yin, 1984, p. 23).

The course participants of case study II are able to

- identify the problems due to the strategic direction of the case giver (company)
- use adequate analysis tools (research methods) and appropriate literature
- critical evaluate and adapt different approaches, models and concepts
- summarize and present acquired knowledge

Students develop knowledge and understanding of the scientific research process and scientific writing in solving the business problem at strategic level.

Students are able to

- demonstrate competence in managing an individual project with respect to the business case and its principals



Case Study II – requirements (not negotiable!)

Workload:	4 ECTS (120 hours of workload for each group member)
Groups:	of 3 students
Regulatory requirements:	approved and signed team guidelines (due March 28th 2018 at 1pm)
Coaching:	according to the schedule
Grade:	dual control and weighted (written assignment 70%, oral 30%)
Assignment written:	assignment min. 15 - max 40 pages (grading = evaluation grid for MSc theses except illustration). Due Wednesday, May 30th at 12 (lunchtime) MEZ, electronically (delayed = 1 = failure)
Assignment oral:	presentation, 20 minutes (by one or more members of the team (grading = evaluation grid for MSc theses) due May 30, 2018, 1pm to 5pm)
Class attendance:	see slide 15

Structure of the report _assignment

- ❑ Project Management / PM (slice 6) **including guidelines (slide 7)** (in the appendix)
- ❑ Introduction, including seven steps = problem definition and gap analysis (slides 4 and 5)
- ❖ *Management Summary*
 - *Introduction to the problem*
 - *Literature Review*
 - *Methods*
 - *Findings (include financial aspects) Niccole Jordan*
 - *Discussion*
 - *Further research*
 - *Bibliography*
 - *Appendix*
- Reflection on the group working task (1 page)

How to write a management summary?

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<https://www.inc.com/guides/2010/09/how-to-write-an-executive-summary.html>

Structure of the presentation (which will be held in front of the executive board of Securitas)

- Title and team members
- ❖ *Your own position..... the team members in the role of...*
- Initial position
- Problem statement / RQ
- Methods
- Possible solutions
- Detailed Information about a single but potential solution
- Conclusion and recommendation
- Further research
- Bibliography

Time schedule

Wednesday, March, 21. 2018,	09.00am – 4.35pm	in class
Wednesday, March, 28. 2018,	01.00pm – 4.35pm	in class
		hand in team guideline at 13h
Wednesday, April, 04. 2018,	01.00pm – 4.35pm	in class
Wednesday, April, 05. 2018,	08.00pm – 4.35pm	in class for the
		mid-term presentation at 9h as a team
Wednesday, April, 12. 2018,	08.00pm – 4.35pm	coaching / self-study
Wednesday, April, 18. 2018,	08.00pm – 4.35pm	in class
Wednesday, April, 25 2018,	08.00pm – 11.35pm	coaching / self-study
Wednesday, May, 02 2018,	01.00pm – 4.35pm	in class
Wednesday, May, 31 2018,	08.00pm – 4.35pm	in class for the
		presentation(s) at 13h (Securitas) as a team

Teams

- Team 1 Urs, Detlef, Janet, Begüm
- Team 2 Andrea, Martin, Sherif, Najeem
- Team 3 Oli K., Nicole, Adegoke
- Team 4 Zwi, Ramona, Tenny, Manish,
- Team 5 Oli W., Virna, Eric,



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Today's task

- Kick-off and Case presentation by Securitas
- Team building process
Project Management (slide 6.), inkl risks and time line
Guidelines teamwork incl. suspension of a team member (slide 7)

Case Study II

What is it all about?

Markus Wenger
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Case Study II

The outcome is an



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