BUS 302 Gunther

2 PM MW Spring 2015

**The Case Process**

1. Coaching Sessions – Discussion of Case and Answering Questions – Assignments:
2. Work Plan – Team Assignment – CP pp. 35-37
3. Summary of Case, Key Issues, Questions – Individual Assignment – CP p. 40, items 1-4
4. Presentation Session 1 – Assignments:
5. Printout of PowerPoint Due – Team Assignment – All Teams on First Case, Presenting Teams Only on Other Cases – CP p. 40 item 5
6. Written Analysis of Case Due – Team Assignment – All Teams Write Up Four Cases – CP p. 40 item 6
7. Oral Presentations (20 Minutes) – Team Assignment – Each Team Presents One Case – CP p. 41-42
8. Presentation Session 2 – Assignments:
9. Challenge (20 Minutes) – Team Assignment – Each Team Challenges Two Presentations – CP pp. 43-44
10. Team Evaluations Due – Individual Assignment – All Students – CP p. 38

**Calendar**

Case Coaching Presentation 1 Presentation 2

1 – July at the Multiplex Feb. 18 Feb. 25 (Instructors) Not Applicable

2 – Artists’ Rights & Lady and the Tramp March 2 March 9 March 11

3 – Durham Industries March 16 March 23 March 25

4 – Hotel California March 30 April 13 April 15

5 – Bluefield Health Plan April 20 April 27 April 29