Doing Case Analysis as a Team

The purpose of this exercise is to provide you with practice on how to prepare, present and write up the cases you will be doing in this class. For the purpose of this exercise we will assume that your team has been assigned to read, prepare answers, make a formal presentation and write a report on the “July at the Multiplex” case on page 231 of the text. Parts 1-4 below are due the “coaching” day for the case; parts 5-6 are due during the “presentation” day (see the course calendar).

1. Prepare a work plan for how your team will accomplish requirements 2-6 listed below. Bring this work plan to class. You may use the Sample Team Workplan as a model.
2. Read the case and prepare a summary of the main facts in the case. You can use a simple bullet outline or numbered outline to organize your facts. The idea is to have the key facts at your fingertips so you can know what facts are available and so you can recall them quickly during a discussion. For example, below are three facts from the case.
   * Royal Theater owns a 16-theater complex in the Eastfield Mall.
   * Twenty minutes of commercials were shown before the movie began.
   * The owner of Royal Theater, Mull T. Plex, forms a consortium with his competitors.
3. List the key issues or requirements in this case? A good place to start is at the “Required” section at the end of the case. Using this as a start, you can identify additional problems or issues you need to address.
4. Bring to class a list of help needed questions that will allow you to develop the answers to the questions or requirements in this case. For example, there may be a contract issue in the case. You may not know exactly what a legal “contract” is. If so, come to the class with a list of such questions. Some sample questions:

* I do not understand what the term “consortium” means?
* What is a sample? How is it evaluated?

***NOTE:*** *The coaching or help session will not address questions pertaining to core concepts from the lower division core. You have previously studied these concepts. Also, do not ask questions about facts that are missing in the case. The instructor does not know any more than what is given in the case and he or she cannot make up facts that the case writer did not provide.*

1. Prepare a short answer to the case as a PowerPoint presentation. Use the Presentation and Power Point guides in your course pack. You will not have to give a presentation; you only need to bring a printout of your slides to class.
2. Prepare a written answer using word processing software to this case using a report format. Assume that you have been hired as consultants by Mr. Plex. Use the Written Communication material on page 115 of this course pack as a as a writing guide*.*