



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

RSM 393H1S L0101

Case Analysis for Communication and Strategic Management

Winter 2015

Course Meets: Wednesday/11am – 2pm/Location: WW126

Instructor: Katherine Magee
Off Campus

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Office Hours: Available as requested

Teaching Assistant: Eugenia Vovk

Course Scope and Mission

This course provides students with an opportunity to hone the critical skills of effective presentation, decisiveness, and business acumen. The course focuses on learning-by-doing. Students will analyze and recommend solutions to business problems and develop their abilities to present and defend their recommendations in an impactful and effective manner. There is a strong emphasis on teamwork throughout the course.

Course Prerequisites

RSM392H1. Completion of 10.0 full-course equivalents

Course Exclusions

RSM 312H1 – Case Analysis for Strategic Management

Required Readings

Chapters 1 – 3, “The Case Study Handbook: How To Read, Discuss and Write Persuasively About Cases”, William Ellet, Harvard Business Press, 2007

Case Package: cases will be distributed throughout the course

Evaluation and Grades

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he or she has command of the course materials.

<u>Work</u>		<u>Team/Individual</u>	<u>Due Date</u>
Team Charter	5%	Team	January 20
Class Participation/Attendance	25%	Individual	Ongoing
In-class Presentation Analysis	15%	Individual	March 18
Presentation Self-Assessment	15%	Individual	March 18
Audience Report	10%	Team	February 11 or 25
Presentation of Analysis	15%	Team	March 4 or March 11 (depending on team), March 25 and April 1
Written Case Analysis	15%	Team	March 4 or March 11 (depending on team), March 25 and April 1

COURSE FORMAT AND EXPECTATIONS

Audience Report: To increase your ability to develop audience-centric presentations, in Session 6 or 7 (depending on your team number) your team will prepare a written Audience Report instead of a presentation. In each of these classes, certain teams will do a presentation and the other teams will work on the Audience Report. A paper copy of Part A of the Audience Report is due at **11am** when we all meet in the classroom. After the presentations, the presenting teams will stay back in the classroom for feedback, while the remaining teams will have time to complete Part B. An emailed copy of the full report is due at 11am the following day.

Presentation Analysis: An important aspect of experiential learning is reflecting on the performance of others and yourself. To encourage this activity, each student will prepare an in-class analysis of a recorded presentation as well as a self-assessment. The in-class analysis is on March 18th (Session 10). The time allocated in class will be sufficient to review the case, view the recorded presentation and write the analysis. As well, we will be videotaping your presentations in earlier classes and on March 18th (Session 10) you will be required to hand in an analysis of your personal key learnings on effective presentation analysis and presentation.

Presentation of Analysis: You will be asked to select your own team of 4 to 5 students by January 13th and you will be expected to stay in the same team for the duration of the course. Your team grade will be based on your team's ability to analyze a case effectively and present your analysis and recommendations in a professional and impactful manner, both in written and presentation formats. Each team will have the opportunity to present twice and receive feedback before the two graded presentations.

Class Contribution: Your class contribution grade for this course will be based on your contribution to a positive learning environment. This includes regular attendance, the quality of your participation in discussions, the quality of in-class feedback you provide other students and your adherence to class norms.

For Written Assignments:

Please note that clear, concise, and correct writing will be considered in the evaluation of the Audience Report, Written Case Analyses and Presentation Self-Assessment. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre (www.asc.utoronto.ca) or one of the College Writing Centres (www.writing.utoronto.ca/writing-centres). These centres are

teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

For Group Work:

Presentations of Case Analysis, Audience Reports and Written Case Analyses require students to work in self-selected teams of 4 to 5 students.

Learning to work together in teams is an important aspect of your education and preparation for your future careers. That said, project-based teamwork is often new to students and you are therefore reminded of the following expectations with respect to behaviour and contributions to your team project.

1. Read the document entitled, “*Working in Teams: Guidelines for Rotman Commerce Students*” which is available on the RC portal under the Academic Services tab.

2. When working in a team, Rotman Commerce students are expected to:

- Treat other members with courtesy and respect;
- Honour the ground rules established by the team;
- Contribute substantially and proportionally to the final project;
- Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

3. Resolving differences:

Conflicts can – and do – occur. Conflicts are part of the team’s process of learning how to work together effectively and can actually generate exciting debate and creative solutions – if managed appropriately.

Student teams are collectively expected to resolve disputes or misunderstandings as soon as they arise (and prior to submission of the final project). In cases where teams are unable to reach a mutually agreeable solution, the entire team must meet with the Rotman Commerce Team Coach** as soon as possible. The Coach will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

** For an appointment with a Rotman Commerce Team Coach, please contact Nikoleta Vlamis at nikoleta@nikoletaandassociates.com or Elaine Zapotoczny at elaine@nikoletaandassociates.com. Nikoleta and Elaine are highly skilled at facilitating team dynamics and collaboration. Note that the Team Coach’s role is to provide guidance, support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes.

Weekly Schedule

Session	Date	Topic	Details	Due
1	Jan 7	Course introduction	Meeting in assigned classroom at 11:10am	Team self-selection due to Katherine Magee by January 13th
2	Jan 14	Case Analysis I	Reading: Chapters 1 – 3 “The Case Study Handbook: How to Read, Discuss and Write Persuasively About Cases.”, William Ellet	Case package purchase on or before January 13 th
3	Jan 21	Case Analysis II	Assignment: mini-case I to teams 1 – 4	
4	Jan 28	Applying Strategy to Analysis	Mini-case I: Teams 1 – 4: individual presentations Presentation order: 1, 2, 3, 4 Assignment: mini-case II to teams 5 – 8	
5	Feb 4	Delivery Skills	Mini-case II: Teams 5 – 8: individual presentations Presentation order: 5, 6, 7, 8 Assignment: Case TBD	
6	Feb 11	Audience Orientation	Teams 1 – 4: Present Order: 2, 3, 4, 1 Teams 5 – 8: Audience Report Assignment: Case TBD	Audience Report (part A) due by 11am Full Audience Report due by 9am on February 12th
7	Feb 25	Storyboarding	Teams 5 – 8: Present Order: 6, 7, 8, 5 Teams 1 – 4: Audience Report Assignment: Case TBD	Audience Report (part A) due by 11am Full Audience Report due by 9am on February 26th
8	Mar 4	Implementation & Risk	Teams 1 – 4: Present Order: 3, 4, 1, 2 Teams 5 – 8: Written Analysis Assignment: Case TBD	Graded presentation and written analysis. Email slides or written analysis to K. Magee by 11am
9	Mar 11	Pulling It All Together	Teams 5 – 8: Present Order: 7, 8, 5, 6 Teams 1 – 4: Written Analysis	Graded presentation and written analysis. Email slides or written analysis to K. Magee by 11am
10	Mar 18	In-Class Case Analysis	In-class case and presentation analysis Assignment: Case TBD	Individual presentation self-assessment due to K. Magee by 11am
11	Mar 25	Team Presentations	All teams: submit written analysis and present case in class Assignment: Case TBD	Graded presentations and written analysis. Email slides and written analysis to K. Magee by 11am
12	Apr 1	Team Presentations	All teams: submit written analysis and present case in class to a panel of judges	Graded presentation and written analysis. Email slides or written analysis to K. Magee by 11am. Provide printed copies of presentation for judges at beginning of class.

POLICY AND PROCEDURE

Missed Tests and Assignments (including midterm examinations)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied.

In such cases, students must notify Rotman Commerce on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Program Office within **48 hours** of the originally scheduled test or due date. Students who do not provide Rotman Commerce or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed test or course deliverable.

Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a report of illness made by the student and documented by the physician.

If you are unable to make the class on March 18th (In-Class Case Analysis), please be advised that the individual Presentation Self-Analysis will be re-weighted to make up 30% of your final mark.

Late Assignments

All group assignments are due at the beginning of class on the date specified in the course outline. Late submissions for the Individual Presentation Self-Assessment will normally be penalized by 10% if the assignment is not received on the specified date, at the specified time. A further penalty of 5% will be applied to each subsequent day.

Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

Accessibility Needs

The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible: disability.services@utoronto.ca or <http://www.accessibility.utoronto.ca/>.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the UofT degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

The University of Toronto's Code of Behaviour on Academic Matters

<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm> outlines the behaviours that constitute academic misconduct, the process for addressing academic offences, and the

penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to), medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as College Writing Centres or the Academic Success Centre.

Email

At times, the course instructor may decide to communicate important course information by email. As such, all UofT students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up AND properly entered on the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>

Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

Blackboard and the Course Page

The online course page for this course is accessed through Blackboard. To access the course page, go to the UofT Portal login at <https://portal.utoronto.ca/> and log in using your UTORid and password. Once you have logged in, look for the My Courses module where you'll find the link to all your course websites. If you don't see the course listed here but you are properly registered for the course in ROSI, wait 48 hours. If the course does not appear, go to the Information Commons Help Desk in Robarts Library, 1st floor, for help, or explore the Portal Information and Help at www.portalinfo.utoronto.ca/students and review the Frequently Asked Questions.

Recording Lectures

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted (note: students who have been

previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, Blackboard materials, etc.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in anyway. It is absolutely forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.