



**FOISIE BUSINESS SCHOOL**  
**Worcester Polytechnic Institute**

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Please get comfortable  
Grab what you need  
(water, coffee, pen etc.)



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# **Case Analysis Workshop**

# What to Expect Today?

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- Role Play
- Discussion
- Resources

**There is no single right answer**



# Difference between textbooks and cases

<b>Textbooks</b>	<b>Cases</b>
Present principles and conclusions	Present information only, no principles or conclusions
Explain the meaning and significance of concepts	Require readers to construct the meaning of a case
Organize content in a logical sequence	Employ “organized disorganization”

# Reading a Case

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- Need to be an **ACTIVE** reader
  - What is the case about? Read the first and last section.
  - What information is available? Look it over
- **STOP**
- **THINK**
  - What is the core scenario? What does the main character have to do? What is the uncertainty?
  - What do YOU need to know?
- **READ, READ, READ.**
- **GOAL:** Arrive at a **position** about the cases main issue backed by evidence from the case

# Analyzing a Case

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- Stay in the time frame
- Stay in the decision-maker's shoes
- Don't stay in the 'four-corners'



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# **Cancer HomeHealthCare (C-H<sup>2</sup>C)**



# Discussing a Case

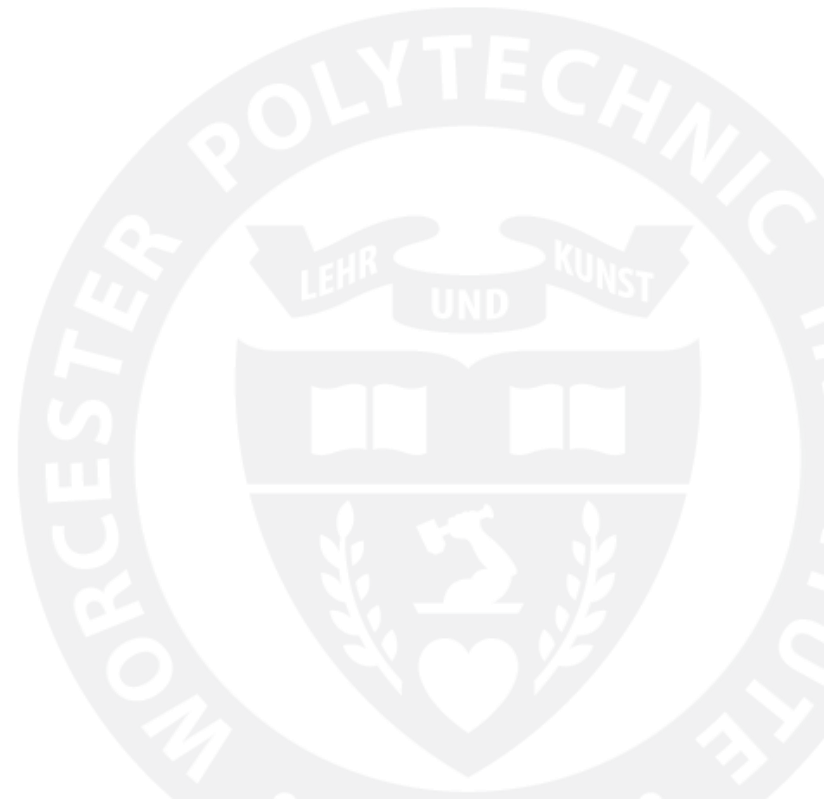
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- Bring a unique contribution
  - No “me too’s”
- Bring an external viewpoint
  - “What about department XYZ...”
  - “I had a similar situation at my job...”
  - “In class XYZ we examined the issue using ....”
- Respect other’s viewpoints

# Break Out Rooms

(10 minutes)

- Introduce yourselves
- Discuss
- Faculty will be dropping in
- Will reconvene



# Submitting a Case

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- Who is the audience???
- Different formats
  - Class presentations
  - Written reports
  - Slide Deck
  - Expectations and requirements vary by course and professor



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# Resources

discussions within a Learning Management System.



SEE ALL UPCOMING SEMINARS

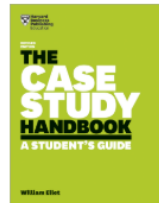


## Student Learning



Tutorial  
**Case Analysis Coach**  
Robert D. Austin, Robert L. Kelley

This online, self-paced tutorial prepares students to analyze business case studies and readies them for situations including written reports, formal presentations, and "cold calls" during classroom discussion. It includes a Case Analysis Worksheet students can use to analyze cases.



Book  
**The Case Study Handbook, Revised Edition: A Student's Guide**

William Ellet

This book introduces students to key topics required for case analysis. Individual chapters are available for easy inclusion in a coursepack. Most popular chapters include: How to Analyze a Case, How to Discuss a Case, How to Write a Case-Based Essay



Industry and Background Note  
**Learning by the Case Method**  
John S. Hammond

Succinctly introduces the benefits, format, and process while offering lots of how-to advice. Emphasizes the need to identify the real issues and do rigorous analysis in the course of reaching a management decision that may typically have more than one right answer.



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**Questions?**



WPI







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- Most weeks, throughout the semester, we will analyze a business case study. Each student will be part of an assigned team that is expected to lead the case discussion once during the course of the semester.
  - The team will prepare a 10-15 minute presentation (PowerPoint or Prezi). All cases will be presented in class and then discussed on the discussion board. The presentation should include a max of 3 slides with an overview of the case/situation, and 7-10 slides of analyses and insights, such as (but not limited to) Porter Five Forces, Business Model Canvas, 4Ps, as well as suggestions for solving the key problems addressed in the case.
  - BE CREATIVE! At a minimum, the presentation should cover:
    - Lessons learned from the reading material.
    - A discussion and comparison of different ways of solving the problem or looking at the issue.
    - At least two (2) examples from outside of the reading showing how other companies have solved the problem or approached the issue.
  - Rubric will be made available on Canvas with grading details.