

CB3045: ADVANCED SEMINAR ON BUSINESS CASE ANALYSIS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Advanced Seminar on Business Case Analysis

Subject Code

CB - College of Business (CB)

Course Number

3045

Academic Unit

Department of Decision Analytics and Operations (DAOS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

CB3043 Business Case Analysis and Communication

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The primary goal of this course is to teach students how to give an effective presentation in a business case competition context. In particular, in this course, students will be required to give presentations according to the format of the prestigious annual HSBC/HKU Asia Pacific Business Case Competition, i.e., students are not allowed to refer to outside material, and students are only allowed to use transparency slides (Powerpoint slides are not allowed).

The course has the following aims:

The course will provide students with opportunities to experience and critically examine business problems faced by managers in different aspects of business operations. Through the supervised case analysis practice, students are trained in application of business frameworks and theories.

The course will provide an environment for team-based, timed, solution-driven business case analysis. Students will learn how to organize work with limited information, limited time, and limited human resources to deliver the best possible solution in simulated business environments.

The course will focus on the art and science of business case presentations. Students will be given multiple opportunities to analyse a business case study, identify the problems faced by a company, come up with creative solutions, and to organize their thoughts into a coherent business case presentation.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Evaluate a company's business model, the problems faced by the company, and identify the customers' needs/wants	30	x		
2	How to generate creative solutions to solve the problems faced by a company, how to evaluate the solutions critically, and how to develop a comprehensive strategic proposal	40		x	
3	Develop students' presentation skills, so that they will be able to present their strategy clearly, and respond confidently to questions or challenges raised by listeners	30			x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Mini-lectures	Equip students with essential knowledge about the theory and practice applicable to business consulting and problem solving.	1, 2, 3	

2	Guest lectures and sharing sessions	Esteemed guests (experienced professionals; professors; etc.) would be invited to share their experiences and opinions on the latest development of solution driven business analysis and business competitions. They would also serve as the external judges for mini-competitions.	1, 2, 3	
3	Individual executive summaries	Students will submit a one-page executive summary for each business case study, where they will have to demonstrate their analysis of the case	1, 2, 3	2 hours per week
4	Individual reflection	Students will have to write reflections on what they have learned and how they will improve in future presentations	1, 2, 3	4 hours per semester
5	Group Case Presentation	Students will give business case presentations, where they will have to demonstrate their mastery of the analytical and presentation skills taught in this course. External judges would be invited to share their thoughts on the case analysis and presentation.	1, 2, 3	6 hours per case, about 4 times per semester
6	Peer Review	Students will comment on the presentations by their fellow students in order to develop their comparison, analysis and evaluation skills.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group presentations	1, 2, 3	50	Students will form groups of 4 students per group. Each group will make 4 or more presentations over the duration of the course. Students will be required to submit an evaluation of their team members' contributions.
2	Individual assignments	1, 2, 3	40	Individual assignments include individual presentations, self-reflection, and executive summaries of cases.
3	Attendance and participation	1, 2, 3	10	Attendance is mandatory. Failure to meet 70% of class sessions will result in a grade of F. Students will have the opportunity to evaluate the presentations of their fellow students, and to ask questions. Their participation marks will be based on how well they engage other students' presentations.

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Assessing Group presentations

Criterion

Presentation

Excellent (A+, A, A-)

Tells a clear and compelling story. The presentation shows a wholistic understanding of the company' s situation, and offers very creative and insightful ideas.

Good (B+, B, B-)

Tells a story that is generally interesting and easy to follow. The presentation shows a generally correct understanding of the company' s situation, and offers some creative and insightful ideas.

Fair (C+, C, C-)

Tells a story which requires substantial effort for the listener to follow. The presentation shows a limited understanding of the company' s situation, and offers unoriginal and simple ideas.

Marginal (D)

Tells a story which is extremely difficult for the listener to follow. The presentation shows a very poor understanding of the company' s situation, and the offers illogical and infeasible ideas.

Failure (F)

Student did not take participate

Assessment Task

Assessing Group presentations

Criterion

Peer evaluation

Excellent (A+, A, A-)

Student always actively participated and contributed to the group presentation

Good (B+, B, B-)

Student frequently actively participated and contributed to the group presentation

Fair (C+, C, C-)

Student occasionally actively participated and contributed to the group presentation

Marginal (D)

Student almost never actively participated and contributed to the group presentation

Failure (F)

Student did not take part in the case presentation

Assessment Task

Assessing individual assignments

Criterion

Presentation

Excellent (A+, A, A-)

Same as in "Group presentations → presentation"

Good (B+, B, B-)

Same as in "Group presentations → presentation"

Fair (C+, C, C-)

Same as in "Group presentations → presentation"

Marginal (D)

Same as in "Group presentations → presentation"

Failure (F)

Same as in "Group presentations → presentation"

Assessment Task

Assessing individual assignments

Criterion

Executive case summaries

Excellent (A+, A, A-)

Same as in “Group presentations → presentation”

Good (B+, B, B-)

Same as in “Group presentations → presentation”

Fair (C+, C, C-)

Same as in “Group presentations → presentation”

Marginal (D)

Same as in “Group presentations → presentation”

Failure (F)

Same as in “Group presentations → presentation”

Assessment Task

Assessing individual assignments

Criterion

Reflection essay

Excellent (A+, A, A-)

Insightful analysis of the strengths and weaknesses of group/self presentation

Good (B+, B, B-)

Adequate analysis of the strengths and weaknesses of group/self presentation

Fair (C+, C, C-)

Limited analysis of the strengths and weaknesses of group/self presentation

Marginal (D)

Poor analysis of the strengths and weaknesses of group/self presentation

Failure (F)

Did not submit reflection essay

Assessment Task

Assessing attendance and participation

Criterion

Attendance

Excellent (A+, A, A-)

Student always attends classes on time

Good (B+, B, B-)

Student frequently attends classes on time

Fair (C+, C, C-)

Student occasionally attends classes on time

Marginal (D)

Student almost never attends classes on time

Failure (F)

Student did not attend any classes on time

Assessment Task

Assessing attendance and participation

Criterion

Participation and peer feedback

Excellent (A+, A, A-)

Student asks questions and offers feedback that is extremely insightful and helpful

Good (B+, B, B-)

Student asks questions and offers feedback that is moderately insightful and helpful

Fair (C+, C, C-)

Student asks questions and offers feedback that is not very insightful and helpful

Marginal (D)

Student asks questions and offers feedback that is confusing and unhelpful

Failure (F)

Student does not ask any questions nor offer any feedback

Part III Other Information

Keyword Syllabus

Oral presentations, design of presentation slides, body language, network effect, quality control, supplier relationship management, vertical integration, switching costs, customer analysis, public relations crisis management, software as a service, cloud computing

Reading List

Compulsory Readings

Title	
1	Customized Textbook: Case Package (e.g. Harvard Business Review, Asia Case Research Centre)
2	Duarte, N. (2012). HBR Guide to Persuasive Presentations. Boston: Harvard Business Press
3	Ellet, W. (2007). The Case Study Handbook: How to Read, Discuss and Write Persuasively About Cases. Boston: Harvard Business Press
4	Brannock, J. (2012). Business Case Analysis: Examples, Concepts and Techniques. STS Publications

Additional Readings

Title	
1	Nil