

GEB3523: Business Case Analysis

Monday & Wednesday, Periods 5-6

Instructors

M. Sean Limon, Ph.D. 233L Bryan Hall 352-273-3214 sean.limon@warrington.ufl.edu Tuesday, 8:30am-10:00am; and by appointment	Case Team Vets
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Required Readings

McKinsey, D. (2014). *Strategic Storytelling: How to Create Persuasive Business Presentations*. South Carolina: CreateSpace.

Willink, J. & Babin, L. (2017). *Extreme Ownership: How U.S. Navy Seals Lead and Win*. New York: St. Martin's Press.

Course Objectives/Goals

This course prepares you for participating in national and international case competitions, gives you an understanding of how consultants approach and solve business problems, and trains you to deliver high-level business presentations at your jobs. Through this course, you will gain valuable communication, teamwork, presentation, and analytical skills that are transferable to a multitude of business situations.

In this course you will learn:

- The fundamentals of solving business cases
- How to break down and analyze a strategic situation
- How to develop and support a business strategy
- Approaches and strategies for delivering high level presentations
- How to become involved in case competitions

Methodology

In this course you will be presented with information by the primary course instructors as well as instructors brought in to present specific information necessary to successfully analyze and present a case. After each major learning unit your group will be required to produce and present an assignment demonstrating your use of the information provided in the class. Each team will be assigned a case from past case competitions, which will be used in their assignments and final presentation.

Methods of Evaluation/Grading

Assignment	Points	Score
<u>Presentations</u>		
Practice 24hr. Case	10	
Live 24hr. Case	15	
Practice 3hr. Case	15	
Live 3hr. Case	15	
<u>Quizzes & Papers</u>		
Extreme Ownership	15	
PowerPoint Test	15	
Strategic Storytelling	15	
<u>Peer Assessments</u>		
3X Peer Assessments	Pass/Fail	
Total	100	

A=100%-93%, A-=92%-90%, B+=89%-87%, B=86%-82%, B-=81%-80%, C+=79%-77%, C=76%-72%, C-=71%-70%, D+=69%-66%, D=65%-63%, D-=62%-60%, E=59% and below.

Class Expectations

Attendance

This is a participation based class. It is crucial that you are at every class meeting. Students are expected to be punctual in class attendance and remain in the classroom for the entire class session, as they would in any business appointment, unless an urgent need arises or prior arrangements have been made with the instructor. ***You will have one excused absence for the term. Every absence beyond that will result in a full grade deduction per absence in your final grade. Two tardy attendances will result in one absence.***

FAILURE TO ATTEND AND PARTICIPATE IN ANY GROUP PRESENTATION WILL RESULT IN A FAILING GRADE.

- You are considered absent if you are not in your seat within 10 minutes of the scheduled start of class.
- You are considered absent if you leave class early.

LATE ARRIVAL POLICY

Arriving late to class is both unprofessional and disrespectful as well as disruptive to other students and the instructor. The following policy is enforced when arriving late to class:

- You are considered late if you are not in your seat at the scheduled start of class.
 - For every time you arrive late to class, 5 points are deducted from your final grade.

Participation

Students are expected to arrive for class prepared to meet classroom obligations and to devote full attention and commitment to the work of that class. Classroom discussion is an important part of the pedagogy of this course. Students in the course should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

Electronic Devices

Put laptops away and silent phones and put them away prior to the start of class. You will be notified when laptops are necessary for exercises in class. Phones should not be out during class discussion and exercises. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor. In the rare but urgent situation, the student should advise the instructor in advance of a pending phone call or message.

Teamwork and Individual Work

Working in the context of groups and teams is an important skill that is fostered in business programs. Students should treat their responsibilities to team appointments and team work as they would treat professional business obligations. Learning in the context of groups and teams also involves academic integrity. Team members are jointly responsible for the academic honesty and integrity of team work. They are obliged to participate in the work and learning process of the team so that they do not take academic credit for projects and assignments to which they have not made a fair and proportionate contribution.

Participation in Case Competitions

This class is designed to prepare you to attend domestic and international case competitions. However, the opportunities to attend the competitions vary from year to year and are dependent on the College being invited to attend each competition. Your participation in this course does not guarantee you will be offered, or selected, for the opportunity to attend a competition.

ACADEMIC HONESTY

University policy requires that we remind you of the common sense values embodied in the University Honor Code. We assume that you are all familiar with the policy on academic honesty as stated at http://www.reg.ufl.edu/01-02-catalog/student_life/. It will be assumed that the following pledge will pertain to all work you submit in this and all courses at UF: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Needless to say, plagiarizing the work of others or of online documents is not only a sign of inadequate character, but unnecessary insecurity about one's ability.

STUDENTS WITH PHYSICAL DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their [Get Started page](#). It is important for students to share their accommodation letter with the instructor and discuss their access needs, as early as possible in the semester.

RECORDING POLICY

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

UF Grades and Grading Policy

For information regarding UF's grading policies go to:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/#gradingpolicies>

Online Course Evaluation Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

**GEB 3523 Course Schedule
(Subject to Change)**

Date	Session Topic	Coaching	Notes
August 23	-Class overview -Case competition overview	Dr. Limon/Vets	
August 28	-Strategy & Tactics -Key Questions -Core Competencies -Brainstorming -Constructive Conflict	Dr. Limon/Vets	
August 30	-Strategic Storytelling -Structure/Messaging	Dr. Limon/Vets	Quiz -Strategic Storytelling
September 4 UTSGCC	Labor Day- No Class		
September 6	PowerPoint Workshop	Vets- Madisen and Savannah	
September 11	-Case Solving Exercise	Dr. Limon/Vets	
September 13	-Case Solving Exercise	Dr. Limon/Vets	Due - Case Solving Exercise Information (in class)
September 18	-PowerPoint Test -Delivery Discussion	Dr. Limon/Vets	Test - PowerPoint
September 20	-Extreme Ownership -Team Roles	Dr. Limon/Vets	Due -Extreme Ownership Response Paper
September 25	-Finance	Beata, Shaina, Josh	
September 27	Practice 24hr. Case Presentations (10 min/10 min)		-Due: self/peer evaluations
October 2	Practice 24hr. Case Presentations (10 min/10 min)		-Due: self/peer evaluations
October 4	Practice 24hr. Case Presentations (10 min/10 min)		-Due: self/peer evaluations
October 9 TUBC	Practice 24hr. Case Presentations (10 min/10 min)		-Due: self/peer evaluations
October 11	No Class	Dr. Limon/Vets	
October 16	No Class		
October 18	Review		
October 20-22	24-hour case	Dr. Limon/Dr. Banko/Vets	-6 teams Friday-Saturday -6 teams Saturday-Sunday GO TIME
October 23	No Class. Rest.		-Due: self/peer evaluations
October 25	-24hr. Review	Dr. Limon/Vets	

	-Meetings with coaches and vets for feedback.		
October 30 BMCC	No Class	Dr. Limon/Vets	
November 1 BMCC	No Class		
November 6	-Structure/messaging assignment due	Dr. Limon/Vets	-
November 8	-Review -3hr. prep		
November 13 Alberta	No class	Dr. Limon/Vets	
November 15 Alberta	No class		
November 20	-3hr. case presentations (15 min/10 min)	Dr. Limon/Vets	-Due: self/peer evaluations
November 22	No class		
November 27	3hr. case presentations (15 min/10 min)	Dr. Limon/Vets	-Due: self/peer evaluations
November 29	3hr. case presentations (15 min/10 min)		-Due: self/peer evaluations
December 4	3hr. case presentations (15 min/10 min)	Dr. Limon/Vets	-Due: self/peer evaluations
December 6	Review and Prep for Final Presentations	Dr. Limon/Vets	-Final 3hr. team and presentation assignments -Due: self/peer evaluations
December 7 (Reading day)	3-hour case finals- real time case presentation	Dr. Limon//Vets	-Case Presentations