



# LINCOLN UNIVERSITY

## BA 397 – MBA Case Study Report

### Course Syllabus

<b>CREDIT HOURS:</b>	3 units (at least 135 hours of internship work and/or self-study report writing)
<b>ADVISOR:</b>	To be selected by the students and approved by the Provost or President
<b>CONTACT INFORMATION &amp; HOURS:</b>	To be arranged by the advisor
<b>COURSE TIME &amp; LOCATION:</b>	Self-Study Analytical Report
<b>PREREQUISITES:</b>	During the last term of or after completion of the coursework; Provost approval; Records* and Registrar Offices permission.
<b>TEXT &amp; MATERIALS:</b>	Research materials appropriate for the case study selected
<b>REFERENCE MATERIALS:</b>	As report demands

#### **COURSE DESCRIPTION**

A detailed written report analyzing business aspects of a previous employment must be submitted and presented in the form of review/proposal to improve the related activity. The work should be used as the source of data for the analysis. Work responsibilities should be business management preferably in the field of the student's area of concentration. The student regularly confers with the selected faculty advisor who recommends the report for its oral presentation to a committee. (3 units). *CR/NC*

#### **COURSE OBJECTIVES:**

1. Developing an ability to decide which theories, ideas, or concepts might be applied to the world of real business and to apply course-learned theoretical knowledge and find solutions to problems at workplace.
2. Being able to demonstrate the development of new skills, such as: new software; handling a variety of situations simultaneously; organizing and analyzing data and records; doing teamwork.
3. Being able to identify and demonstrate clear examples of leadership and management styles to promote good working relations and a productive work environment.
4. Developing skills for communication to clients, supervisors, and peers.
5. Being able to make practical suggestions on how to improve operations, management, or leadership styles in order to increase efficiency at the place of internship.

The student chooses an advisor who has work experience in the field of employment or teaches related courses. The selected advisor will supervise writing of the report submitted at the completion of the preparation period. The grade for this course is given on the basis of student’s analytical results and presentation in front of a graduate committee.

The attached **recommendations for writing the case study report** will be used by the faculty committee to assess student’s business analysis and issue a grade for the course.

**COURSE PROCEDURES AND REQUIREMENTS**

1. During the initial registration, students taking this course should submit the following documents to the Registrar Office:
  - A. **Proposal Approval Form** (attached) filled in and signed by the student and by the proposed Lincoln University (LU) faculty advisor, then approved by the Provost or the President;
  - B. CV confirming the previous employment, job description explaining the work duties, and information about from the host organization with the name, title, and contact information, of a person who can be students reference in the company;
2. During the preparation term, students should submit the **Progress Form** (attached) to the Registrar Office as necessary and at the appropriate times (described in the form), filled in and signed by the LU faculty advisor.
3. If the student fails to proceed with the required progress a grade **Y** (no basis for grade) or **NC** (no credit) will be given for the course. In such cases, students wishing to continue the course in the subsequent academic term will have to re-register it with 3 units.
4. If students change the case company or faculty advisor, they must re-register the course.

**Course Learning Outcomes for BA 397 are the same as the MBA Program Learning Outcomes (PLO) due the course is the assessment one.**

**BA 397 CLO / MBA PLO.**

<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

**Assessment 1:** Internship report evaluated by the advisor

**Assessment 2:** Internship report and presentation evaluated by the committee.

## **APPENDIX – MEMORANDUM from PROVOST**

To: From: Subject:

All Students Enrolling in BA 397 MBA Case Study Report Dr. Marshall J. Burak, Provost

BA 398 Activity, Conditions, and Responsibilities

To begin with, you must have either completed BA 390 or at least be enrolled in BA 390 at the time of registering for this Graduate Case Study (BA 397) course. The reason, of course, is that your analysis of your work is based on what you learned through your coursework at Lincoln University. It is important to emphasize that the focus of the report is an analysis of your work at an organization. BA 397 requires that you complete a written report and make a presentation before a graduate faculty committee. The graduate faculty committee is responsible for evaluating your report and presentation, and issuing a “CR” or “NC” grade for your work or “IP” if additional work is required.

One of the first things to consider once you’ve have selected BA 397 is to identify who you would like to be your faculty advisor. If you completed an internship as an elective course (BA 391-396) in your concentration, we recommend that this advisor serve as your BA 397 advisor. You are not required to keep the same advisor. However, the Provost or President will still need to approve this advisor. If you have not already identified an advisor, you can review the areas of expertise and research interest of individual faculty members that are listed on the faculty page of Lincoln University’s website. In addition, you can contact faculty members and inquire if they are willing to serve as your advisor. If a faculty member agrees to be your advisor, they should be added to your BA 397 proposal approval form.

Once you have provided job description from your employment, you should consult with your Faculty Advisor to determine the best way for you to collect and analyze data about the work you have done with the organization. Additionally, your data collection and subsequent analysis needs to address each part of the required format (attached). If you previously completed a 391-396 internship in your concentration, you can use this same position and organization for your BA 397 report. Please note that if you choose to build upon your 391-396 internship experience, you will need to include more details, analysis, and depth to your BA 397 case study report.

To keep aware of your progress and of the sufficiency of the work being done, you are responsible for consulting with your Faculty Advisor no less than once a month, you are encouraged to meet with the advisor face-to-face, but you can use e-mail or some other method as long as your advisor approves this method. The purpose is to guide and evaluate your progress. **DO NOT DO THIS CASE STUDY ANALYSIS ALONE.** To wait for one or two full semesters while doing such work alone and not working with an advisor has resulted in many students having unapproved

presentations, incorrect project form and content, and generally negative results. Working with your Faculty Advisor will result in quality work done easily and with minimum revisions, especially with attention directed to matters of content analysis, focus, and required structure.

Once your case study analysis report is completed, it must be reviewed and initially approved by your Advisor. Then you are required to submit your paper to the LU Library so they can send it to Turnitin on your behalf, which checks for evidence of plagiarism. The library will provide you with the results, which will allow you to make corrections before submitting it to your advisor. Once you are satisfied with your final draft send it to your advisor. Your advisor's review and approval will ensure that the approved report format was used and that it can, in his/her evaluation, earn a "CR" grade by the committee.

The next step is to submit five copies of your written report to the Registrar office and to schedule a presentation in front of a graduate faculty committee. For your presentation, remember that your committee is familiar with the contents of your written report; consequently, the committee is very interested in learning directly from you about your experience and analysis of the work you did with the organization. You should provide a brief overview of the organization and then spend a majority of your time on your work experience, evaluation, and recommendations. The presentation schedule is determined by the Registrar office, and there needs to be at least two calendar weeks between when the five copies are received and the day of the presentation. Typically, Admissions reserves blocks of time at the beginning and end of the semester. Reports may be screened before the presentation date to ensure the correct report format is followed. Those that do not contain the required format may be re-scheduled at the discretion of the graduate committee. The committee consists of two or more graduate faculty members selected by the Provost or President. Your Faculty Advisor is a non- grading or *ex-officio* member of the committee who is present during your presentation to answer any clarifying questions the committee members may have concerning your presentation and/or report. Your advisor **is not** a co-presenter with you.

The graduate committee will evaluate your presentation and written report, and determine whether or not you will receive credit for the project in the form of a "CR" or "NC" grade. If the committee determines that the presentation and report do not meet a "CR" grade standard, it may give a provisional grade "IP" providing written general feedback concerning any areas of deficiency giving This may include the committee's request to submit the report to Turnitin again. The committee and your faculty advisor do not function as editors so it will be just general feedback. It will be up to the student under the guidance of the faculty advisor to address any deficiencies, and to provide a revised and/or corrected copy of the written report to the committee. When the revised version is approved by the committee the grade "CR" is assigned. The committee may also require the student to make a second presentation.

The internship report is considered a formal academic report. Lincoln University's *MBA Thesis Manual*, which is available for download (pdf) from the University website ([www.lincolnuca.edu/studentlife/researchassist](http://www.lincolnuca.edu/studentlife/researchassist)), is an excellent resource along with the current edition of the APA manual. Your Faculty Advisor will provide guidance concerning their style preference. Unless the Faculty Advisor indicates otherwise, students should use APA style ([www.apastyle.org](http://www.apastyle.org)) for citing references and for formatting his or her report.

### **Learning Objectives** (all four must be satisfied)

1. Demonstration of the mastery of the MBA coursework.
2. Application of academic learning to the practical problems and situations of a business workplace.
3. Training in professional report writing under supervision.
4. Development of professional-level problem assessment skills, with experience in making professional recommendations.

## **Criteria for Grading and Assessment**

The case study report shall have three components: descriptive, analytical, and documentary. Each of these components must be complete. The analytical component will be weighted as 50% with the descriptive and documentary components each weighted as 25% of the grade for the report. Grades of **CR or NC** will be finally given. A conditional passing grade IP may be assigned by the committee for a maximum of 1 month for the report to be corrected. The completed written report must be presented to and approved by the committee before any credit is awarded. The final copy should be given to LU library.

## **Components of Report**

### **Descriptive Component**

The report's descriptive component should introduce the report and be brief in relation to the central, analytical component of the work.

These questions should be addressed in the introductory descriptive summary: What is the background and specific business of the company and/or department in which the work was



performed? What work was performed for the company? What was the job title? What was the work schedule? What were the employment duties, work assignments, and projects completed? Why/how were these tasks important to the organization? Why were they assigned? Why are they significant? What courses completed at Lincoln University were the most or the least applicable to your work? Finally, how did the employment contribute to your career goals? The faculty advisor may require additional descriptive text.

### **Analytical Component**

The analytical component, the major focus of the report, requires the student to address a specific topic, subject, issue, question, or problem related to the work of their placement. This topic may be based on the work assigned to the student by the work supervisor or on an additional analysis of an issue related to the internship. This topic must be selected in consultation with the faculty advisor by the end of the first month of the internship.

The analytical component should relate academic knowledge to practical experience. Its purpose is to help the student develop written and analytical skills. The student will not only gather information but interpret, organize and present it clearly and understandably. Whatever style of analysis is undertaken with the approval of the advisor, the analytical component must conclude with specific practical recommendations related to the matter analyzed.

## **Documentary Component**

All documentation necessary to demonstrate the fulfillment of all university and workplace requirements should be attached to the report. This should include a copy of the original work proposal as well as any assessment made of student work by student or others, especially if student was given a formal written evaluation. A brief entry log of meetings or other communication with supervisors, mentors, advisors, and colleagues relevant to the report should be appended. The faculty advisor may require other documentation.

## **Additional Requirements**

### **Proprietary Information**

Only use the name, or other identifying information, of the business or agency where the work was completed in the written report. Proprietary information must at all times be respected. In case of any doubt, the student should consult the faculty advisor before any distribution of the report.

### **Intellectual Property**

All references to or use of any published or unpublished work of another person in the report workplace or from any other professional or other source must be fully attributed. All quotations should be brief, minimal, necessary, and fully attributed. Reports will not be accepted that fail to meet this professional requirement and a failing grade may be assigned in cases of plagiarism.