

GMS XXX: CASE EXPERIENCES

Semester: Fall

Professor: Dale Carl
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Course Description

The purpose of this “Case Experiences” elective/professionally-related course is to develop the most demanding core competencies, focusing on analysis, presentation skills and team work, for solving complex business cases that extend knowledge and skills beyond material covered in most other Business Management courses. The course has meetings during late August, with a subsequent presentation on a Friday in the early part of the fall semester to their department and individual papers due in October.

“Case Experiences” is an exciting and unique course that combines students from all programs in TRSM. It responds to the growing use of business cases in learning, in opportunity identification and problem solving in business, and to the use of business cases in corporate hiring interviews. The course teaches how to systematically analyze complex and intricate issues presented by real world cases and best practices for solution presentations. The cases embody a wide range of issues, potentially including business strategy, HR and organizational governance, ethical leadership, entrepreneurship, not-for-profit organizations, marketing, retail, sales, IT, public relations, and hospitality & tourism.

Course Overview

Students will first learn case analysis and presentation frameworks, with a focus on working in teams of 5 colleagues. Each team will be given 4 cases to analyze and present during the week. Cases will be given out the previous day. The next day, a business executive expert will open each case day by speaking in depth about the industry and the actual company being studied, with helpful answers to any questions.

Faculty will guide the students in their case analysis and presentation slides, and they will serve as judges for the case presentations. They will immediately provide feedback to each team and each individual.

The case presentation in the early fall term that the students present to their department will focus on the students’ major to prepare them for upcoming case competitions.

In addition to the team requirements, students will be assessed on an individual submission, comprising 3 documents: a self-reflection of their personal journey, an assessment of their team’s strengths and weaknesses, and an analysis of the key issues in each case during the full week of 4 cases. The written assignments will be due two weeks after the full week course termination in August.

Teaching Method

This will be a dynamic and hands-on learning experience for the students. The instructors will be a mixture of faculty, led by Dale Carl, members from TRSM’s Leadership Centre, and assisted by faculty

from each department in TRSM. Professional executives from the industries in the cases will also serve as mentors. This will be a very integrative process.

Students will first learn how to conduct a case analysis in teams, and subsequently, after each case presentation, they will be provided feedback.

A rubric will be provided for the self-reflection paper, focusing on team building and leadership.

Evaluation

Assignment	Session	Individual/Group	% of Grade
Case 1	2	Group	5
Case 2	3	Group	5
Case 3	4	Group	10
Case 4	5	Group	10
Department Case	Fall term presentation to Department	Individual	20
Team Analysis	October	Individual	10
Self-reflective Journey	October	Individual	20
Key Issues in Cases	October	Individual	20