

**MN1002 – Organisations & Analysis****COMPONENT 3: INTEGRATIVE CASE STUDY**

**MODULE TYPE/SEMESTER:** First Year/**Core** (20 Credits)/Semester 2

**MODULES REQUIRED FOR:** MN2001 and MN2002

**MODULE CO-ORDINATOR:** Dr. Benet Reid

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**COMPONENT LECTURER:** Prof Lorna Stevenson, [las27@st-andrews.ac.uk](mailto:las27@st-andrews.ac.uk)

**AIM:**

To provide the opportunity to relate the theoretical content of the first year Management studies to the practicalities of the real business world through case study method.

**METHOD OF TEACHING & LEARNING:**

- Small groups (learning sets) act as the team unit for an oral presentation.
- Support material: written guidance on case study method is provided.
- Lecture slots can be considered as time set aside for the teams to work on the case study independently.
- Check-in consultation provide sessions when the team can seek guidance on their analysis from their tutor, prior to assessment.

**LEARNING OUTCOMES:**

Depending on the exact nature of the case study in any one year, students will be able to demonstrate variously the relevant knowledge and understanding in all the areas of: Markets; Customers; Finance; People; Operations; Information Systems; Communication and Information Technology; Business Policy and Strategy; Contemporary and Pervasive issues (at an appropriate first year level). Given the integrative nature of the Case Study material, analysed through an independent, reflective, team-based course format the following skills are developed:

- Cognitive skills
- Effective problem skills
- Communication skills
- Effective self-management and group working
- Interpersonal skills

- Research skills
- Analytical skills with formal techniques

## **ASSESSMENT:**

### Formative

Learning-set support from peers; tutor guidance in tutorials; self and team reflection via the written guidelines.

### Summative

The assessment consists of two elements: a video presentation and a live Question and Answer session. The first element is a pre-recorded 10 minute video presentation by the group, with accompanying presentation slides, of the group's findings and recommendations. This will be followed by the second element, a live 5-10 minute Question and Answer session with group and markers.

This assessment will count for **100%** of the mark for this component, which comprises 20% of the overall module grade.

The mark achieved by the team in the above will be the mark assumed by each individual in that team.

*Organisation of courses may be subject to change without notice.*