MN1002 – Organisations & Analysis

Integrative Case Study

Module Type/Semester: First Year/Core (20 Credits)/Semester 2

Modules Required For: MN2001 and MN2002

Module Co-ordinator: Mrs Diane McGoldrick

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

Case Study provides the opportunity to relate the theoretical content of a course to the practicalities of the real business world. Often, key decisions have to be made logically, objectively and in a timely manner using developed analytical skills to identify and solve problems. Case study helps to develop the experience to make such decisions.

Method of Teaching & Learning:
• Small groups (learning sets) act as the team unit for the oral presentation and the submission of the team report.
• 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.
• Tutorials 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. The 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**

a) Teams will be required to make a presentation of their analysis and recommendations on the case to their tutors. This presentation will be assessed by the team tutor and module manager and will count for **50%** of the mark for this component.

b) Team members will be required to make a written case study report submitted on behalf of the team (50%) of the mark for this component. Notes of guidance will be issued.

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

The Integrative Case Study component will count toward 20% of the final module mark.