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: Dr Lisi Gordon

Module Lecturers: Dr Lisi Gordon
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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.

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.
- Tutorial times 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**
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 academic staff members and will count for **100%** of the mark for this component.

The mark achieved by the team in 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.