BUSINESS
CASE
CLASS ONE

WHAT IS BUSINESS AND WHY SHOULD I LEARN

COURSE GOALS

1. Develop an understanding of the different disciplines of of business and the synergy that arise between the disciplines
2. Develop ability to assess and analyze issues in a real world program
3. Develop critical thinking abilities and approach cases with concepts and tools learned in class
4. Encourage effective oral and written communication to be used in professional settings
5. Work effectively and cohesively in a group

COURSE LAYOUT

CASE INTENSIVE COURSE!

Some of the cases that we'll be doing include...

Netflix

NCIX

Saje Wellness

And many more!

Each class, we'll be covering a different area of business such as marketing, entrepreneurship, etc.

Business Tool Kit - we will add tools to your business tool kit each class

At each class, there'll be an in-class case study or another interactive activity.

CASE ANALYSIS: STEP BY STEP GUIDE

INTRODUCTION TO CASE STUDIES

WHAT IS A CASE STUDY?

A) IDENTIFY ISSUES
B) ANALYSIS
C) ALTERNATIVES
D) DECISION CRITERIA
E) RECOMMENDATION
F) ACTION AND IMPLEMENTATION
G) RISKS AND MITIGATION
H) MISSING INFORMATION AND ASSUMPTIONS

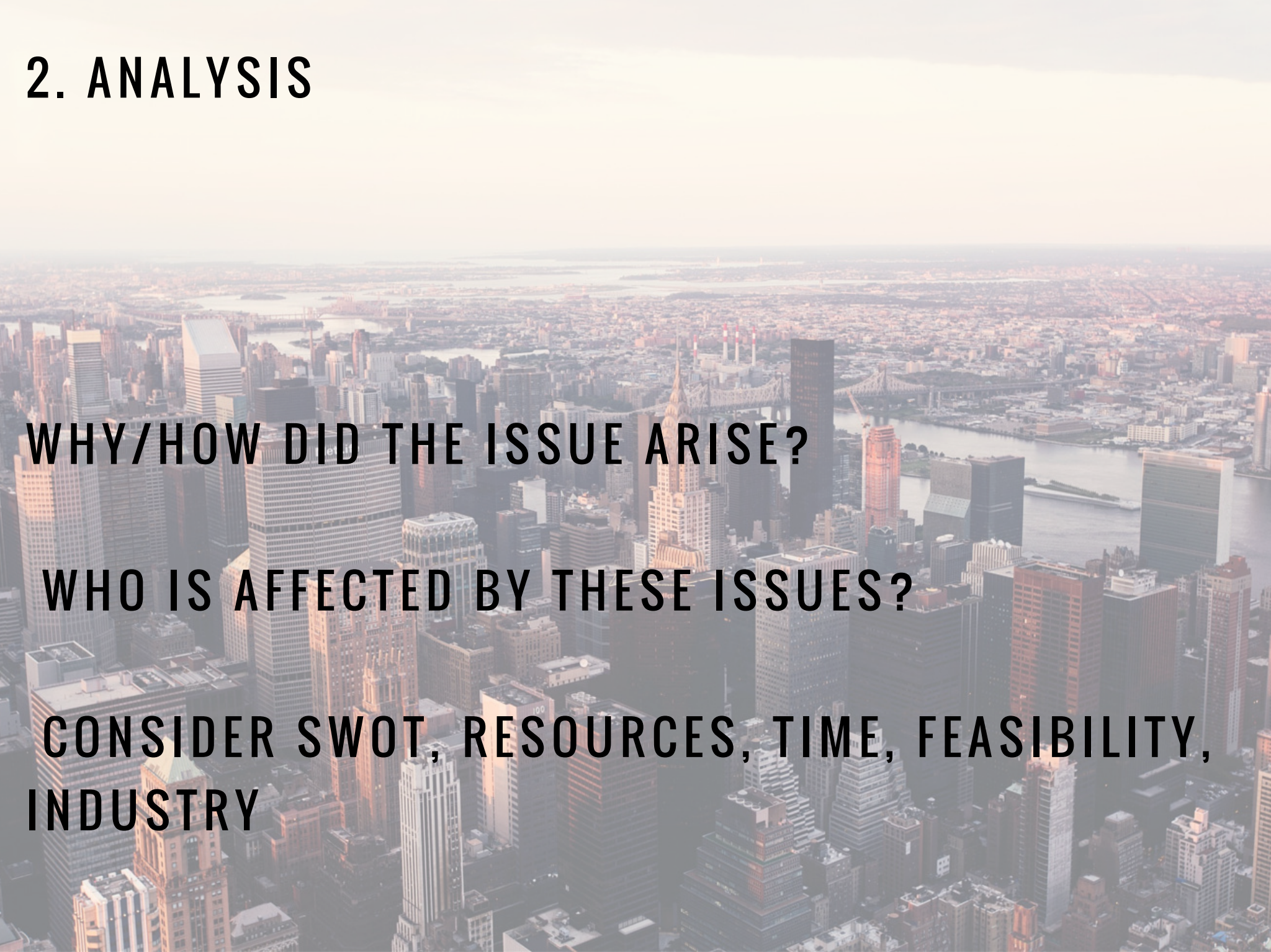
1. IDENTIFY ISSUES

WHAT APPEARS TO BE THE ISSUE?

WHAT IS OF SIGNIFICANCE FOR THE ORGANIZATION?

TOOLS: ANNOTATION, SWOT, CASE “WALK-THROUGH” WITH TEAM MEMBERS

2. ANALYSIS



WHY/HOW DID THE ISSUE ARISE?

WHO IS AFFECTED BY THESE ISSUES?

CONSIDER SWOT, RESOURCES, TIME, FEASIBILITY, INDUSTRY

3. ALTERNATIVES

WHAT ARE POSSIBLE WAYS TO REMEDY THE ISSUES?

BRAINSTORM DIFFERENT WAYS TO APPROACH THIS ISSUE

4. DEICISON CRITERIA

HOW ARE YOU JUDGING THE EFFECTIVENESS/FEASIBILITY OF YOUR IDEAS?

WHAT ARE SOME OF THE FACTORS THAT PLAY A ROLE IN DETERMINING WHICH SOLUTION IS BEST?

E.G. TIME, MEASUREMENTS, REALISTIC, RESOURCES

Decision Matrix

(scale of 1- 10)

Objective	Website	Blog	LinkedIn	Twitter
Generate New Leads	6	3	2	0
Networking/Making Connections	0	3	7	4
Deepen Existing Connections	0	4	6	4
Customer Feedback	5	0	0	1
Improve Website Search Engine Results	10	8	1	0
Increased Visibility	5	6	5	3
Developing Authority	8	10	2	4
Online Sales	10	2	0	0
Totals	**44**	**36**	**23**	**16**

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5. RECOMMENDATION

WHY DID YOU CHOOSE THIS RECOMMENDATION OUT OF YOUR ALTERNATIVES?

HOW DOES YOUR RECOMMENDATION DIRECTLY ADDRESS THE ISSUES? WHAT WILL BE THE OUTCOME FOR THE COMPANY?

SUPPORT YOUR RECOMMENDATION WITH FACTS, REASONING, AND NUMBERS (IF APPLICABLE)

6. ACTION AND IMPLEMENTATION

WHAT STEPS MUST THE COMPANY TAKE IN ORDER TO ACTION YOUR RECOMMENDATION?

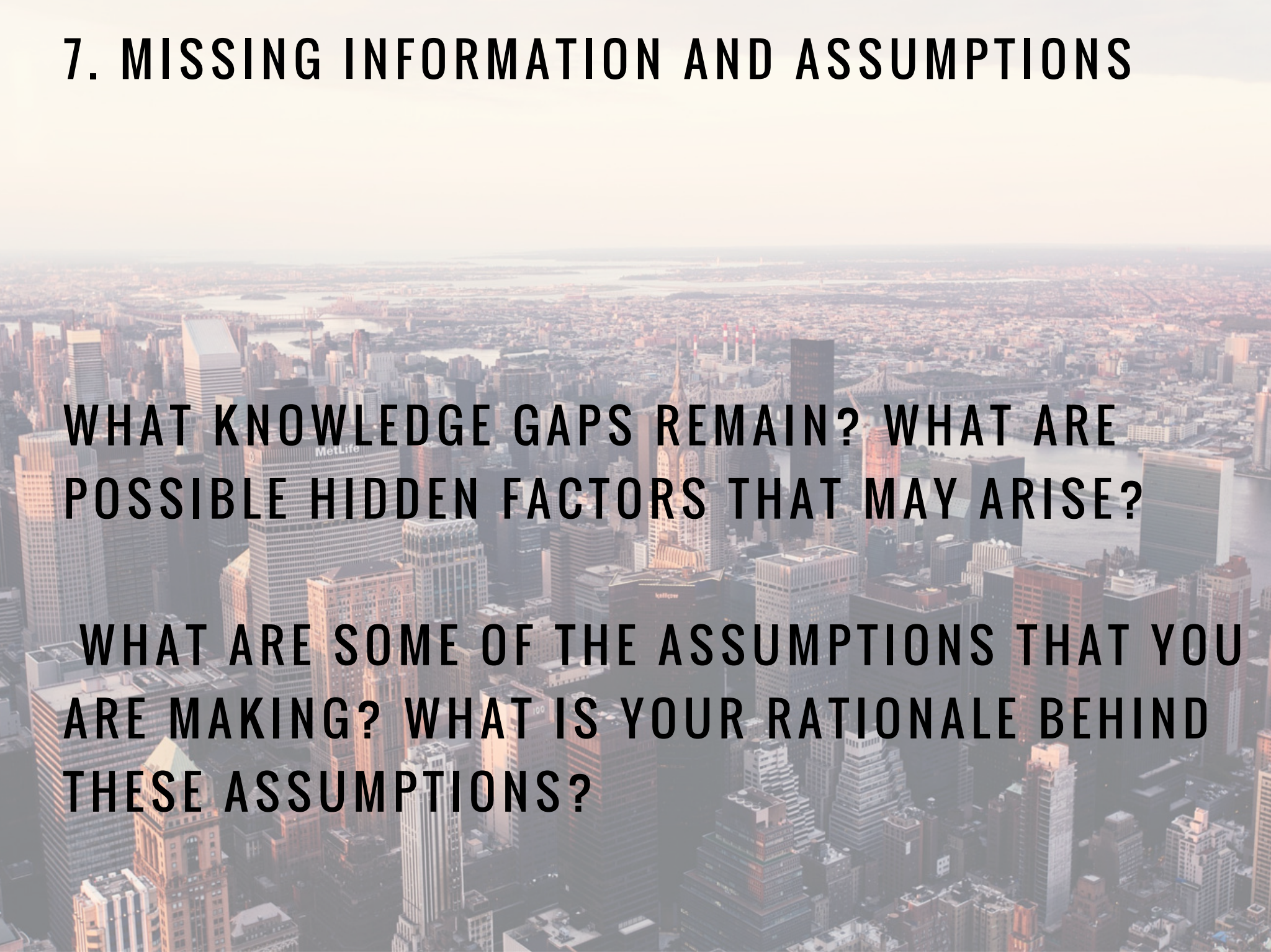
WHAT ARE THE TIMEFRAMES? (TIMELINE, IF APPLICABLE)

6. RISKS AND MITIGATION

WHAT ARE THE RISKS TO CONSIDER WITH IMPLEMENTING YOUR RECOMMENDATION?

HOW WILL YOU MINIMIZE, ADDRESS, OR AVOID THESE RISKS?

7. MISSING INFORMATION AND ASSUMPTIONS



WHAT KNOWLEDGE GAPS REMAIN? WHAT ARE POSSIBLE HIDDEN FACTORS THAT MAY ARISE?

WHAT ARE SOME OF THE ASSUMPTIONS THAT YOU ARE MAKING? WHAT IS YOUR RATIONALE BEHIND THESE ASSUMPTIONS?

ANALYSIS TOOLS

WHAT WE WILL COVER TODAY:

SWOT ANALYSIS

STRENGTHS (INTERNAL)
WEAKNESS (INTERNAL)
OPPORTUNITIES (EXTERNAL)
THREATS (EXTERNAL)

UBER - RIDE SHARING SERVICE

RIDE SHARING SERVICE

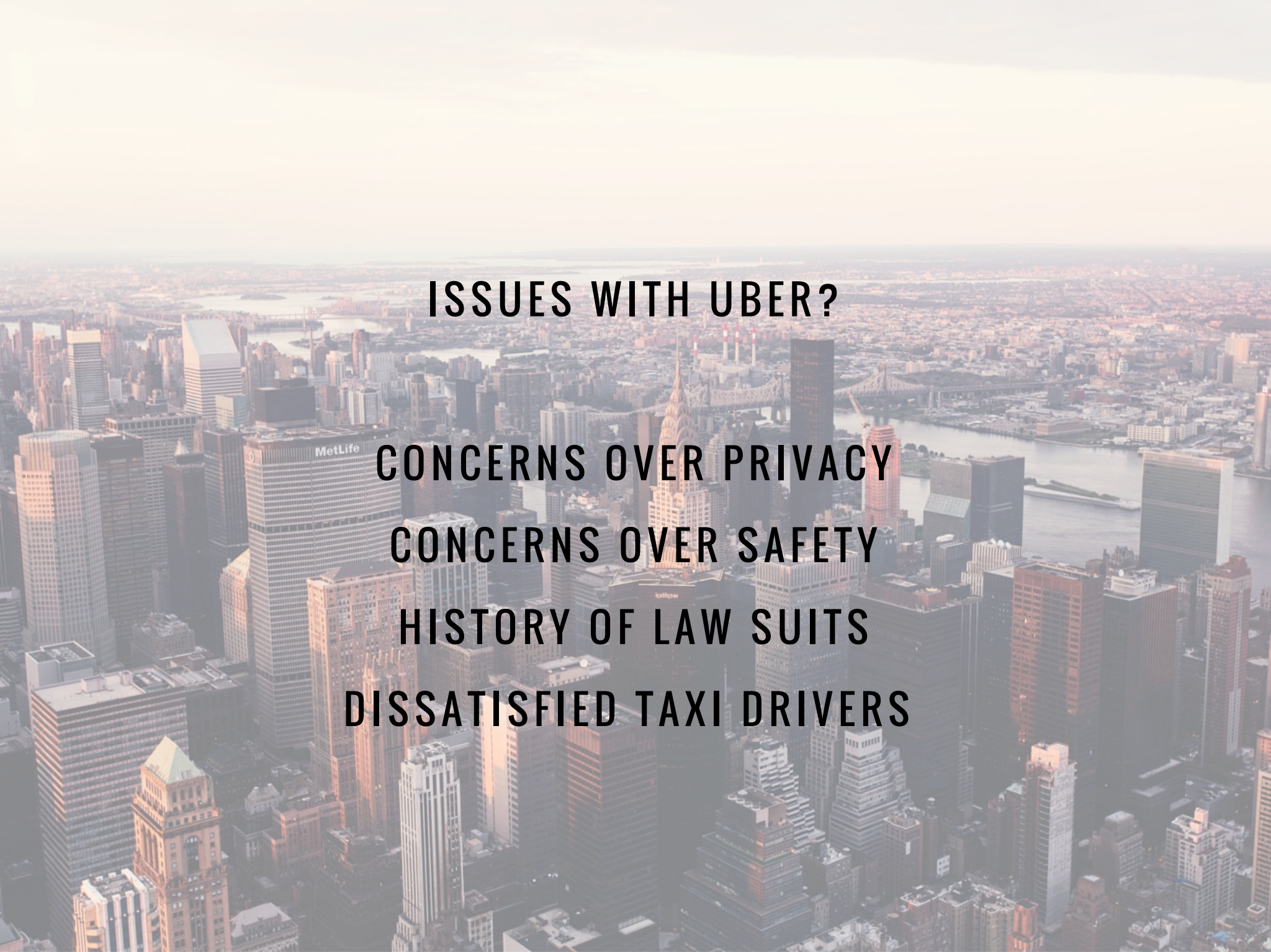
“CONNECTING DRIVERS WITH RIDERS”

APP-BASED

THE MORE AFFORDABLE ALTERNATIVE

UBERTAXI, UBERBLACK, UBERX

FIRST COMPANY TO OFFER A RIDE SHARING SERVICES



ISSUES WITH UBER?

CONCERNS OVER PRIVACY

CONCERNS OVER SAFETY

HISTORY OF LAW SUITS

DISSATISFIED TAXI DRIVERS

STRENGTHS?

INTERNATIONAL RECOGNITION

MOBILE PLATFORM

EASYILY ACCESSIBLE AND CONVENIENT

LOW OPERATION COSTS

INFINITE SUPPLY OF WORKERS

WEAKNESSES?

LACKS DIRECT CUSTOMER RELATIONSHIP AND CUSTOMER ROYLATY

SAFETY AND PRIVACY ISSUES

UNPREDICTABLE BUSINESS

THREATS?

VULNERABLE TO GOVERNMENT REGULATION

OPPOSITION FROM TAXI COMPANIES

SIMILAR ESTABLISHMENTS (COMPETITION)

HISTORY OF LAWSUITS