

BUSINESS CASE CLASS ONE



An aerial photograph of a city skyline, likely New York City, during the golden hour of sunset. The sky is a mix of soft orange and pale yellow, with a few wispy clouds. The city below is densely packed with skyscrapers of various heights and architectural styles. Some buildings are illuminated with warm lights, while others are in shadow. A body of water, possibly the Hudson River, is visible on the right side of the image. The overall atmosphere is serene and urban.

WHAT IS
BUSINESS AND
WHY SHOULD I
LEARN

COURSE GOALS

- 1. Develop an understanding of the different disciplines 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.

An aerial photograph of New York City at sunset, showing a dense urban landscape with numerous skyscrapers. The Chrysler Building is prominent in the center. The text 'CASE ANALYSIS: STEP BY STEP GUIDE' is overlaid in large white letters on the left side of the image. The sky is a mix of orange, yellow, and light blue, and the water of the Hudson River is visible on the right.

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

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The Hudson River is visible on the right side, and the East River is on the left. The sky is hazy, suggesting a clear day. The text is overlaid on the image in a bold, black, sans-serif font.

WHAT APPEARS TO BE THE ISSUE?

WHAT IS OF SIGNIFICANCE FOR THE ORGANIZATION?

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

2. ANALYSIS

An aerial photograph of New York City at sunset. The sky is a mix of soft orange, pink, and light blue. The city's dense skyline of skyscrapers is visible, with the sun low on the horizon, casting a warm glow over the buildings and the surrounding urban landscape. The Hudson River and the East River are visible, along with several bridges.

WHY/HOW DID THE ISSUE ARISE?

WHO IS AFFECTED BY THESE ISSUES?

**CONSIDER SWOT, RESOURCES, TIME, FEASIBILITY,
INDUSTRY**

3. ALTERNATIVES

An aerial photograph of the New York City skyline, showing a dense cluster of skyscrapers in the foreground and middle ground. The Chrysler Building is prominent in the center. The Hudson River is visible on the right, and the East River is on the left. The background shows a vast expanse of the city and the surrounding area under a hazy sky. The text is overlaid on the image in a bold, black, sans-serif font.

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

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

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The Chrysler Building is prominent in the center. The Hudson River and the Manhattan Bridge are visible in the background. The sky is hazy, suggesting a clear day. The text is overlaid on the image in a bold, black, sans-serif font.

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

WHAT ARE THE TIMEFRAMES? (TIMELINE, IF APPLICABLE)

6. RISKS AND MITIGATION

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The Hudson River is visible on the right side, and the East River is on the left. The sky is a pale, hazy blue. The text is overlaid on the image in a bold, black, sans-serif font.

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

An aerial photograph of a dense city skyline, likely New York City, during the golden hour of sunset. The sky is a soft, hazy orange, and the buildings are silhouetted against the light. The text is overlaid in the center in a bold, black, sans-serif font.

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

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The Hudson River is visible on the right side, and the East River is on the left. The sky is a pale, hazy blue. The text is overlaid on the center of the image.

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

An aerial photograph of New York City, showing a dense cluster of skyscrapers in the foreground and middle ground. The Chrysler Building is prominent in the center. The Hudson River is visible on the right, and the East River is on the left. The sky is hazy and overcast. The text is overlaid in the center of the image.

ISSUES WITH UBER?

CONCERNS OVER PRIVACY

CONCERNS OVER SAFETY

HISTORY OF LAW SUITS

DISSATISFIED TAXI DRIVERS

An aerial photograph of New York City at sunset, showing a dense urban landscape with numerous skyscrapers and buildings. The sky is a mix of orange, yellow, and light blue, and the city lights are beginning to glow. The text is overlaid on the center of the image.

STRENGTHS?

INTERNATIONAL RECOGNITION

MOBILE PLATFORM

EASILY ACCESSIBLE AND CONVENIENT

LOW OPERATION COSTS

INFINITE SUPPLY OF WORKERS

An aerial photograph of New York City at sunset, showing a dense urban landscape with numerous skyscrapers and a hazy sky. The text is overlaid on the center of the image.

WEAKNESSES?

**LACKS DIRECT CUSTOMER RELATIONSHIP AND CUSTOMER
ROYLATY
SAFETY AND PRIVACY ISSUES
UNPREDICTABLE BUSINESS**

An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of orange, yellow, and light blue. The city is densely packed with skyscrapers of various heights and colors. In the background, a large body of water is visible, with a bridge spanning across it. The overall scene is hazy and atmospheric.

THREATS?

**VULNERABLE TO GOVERNMENT REGULATION
OPPOSITION FROM TAXI COMPANIES
SIMILAR ESTABLISHMENTS (COMPETITION)
HISTORY OF LAWSUITS**