



Western Technical College

10101132 Case Analysis and Reporting

Course Outcome Summary

Course Information

Description	The objectives of the case method course are to provide training in systematic and analytical thinking, creative problem solving, and decision-making. Although there are a number of ways to approach a case problem, the key focus should be employing a structured system in accomplishing the object and answering relevant questions. Reporting will include written and oral reports.
Career Cluster	Finance
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

Bundle: Essentials of Business Communication (loose-leaf), Problem Solving and Decision Making, and access code for MindTap integrated into Blackboard for Business Communication. 11th Edition. Copyright 2017. Guffrey. Publisher: Cengage Learning. **ISBN-13:** 978-1-337-73635-0. Required.

Illustrated Course Guide: Problem Solving & Decision Making – Softskills for a Digital Workplace. 3rd Edition. Copyright 2017. Butterfield, Jeff. Publisher: Cengage Learning. **ISBN-13:** 978-1-337-11925-2. Required.

Success Abilities

1. Live Responsibly: Develop Resilience
2. Live Responsibly: Foster Accountability
3. Refine Professionalism: Act Ethically
4. Refine Professionalism: Improve Critical Thinking
5. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Analyze financial and business information to support planning and decision making.

2. Identify internal controls to reduce risk.

Course Competencies

1. Explore the impact of the global economy on the field of accounting.

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you explore the impact of new technologies on today's learning and business environment.
- 1.2. you identify the skills needed by an accountant in a changing global environment.
- 1.3. you describe the role of problem solving in an accounting career.
- 1.4. you explain the importance of effective communication in the business world.
- 1.5. you discuss current business events and the implications on the accounting field.
- 1.6. you describe Sarbanes-Oxley Act and the impact on the accounting field.
- 1.7. you describe records retention guidelines in the accounting field.

Learning Objectives

- 1.a. Identify skills accountants need to compete in a global environment.
- 1.b. Explore current events in the business field.
- 1.c. Examine communication needs in the accounting field.
- 1.d. Explore the regulatory changes in the accounting field.

2. Apply effective communication skills in team and business setting.

Assessment Strategies

- 2.1. Scenario Response

Criteria

You will know you are successful when

- 2.1. you explain the importance of professional behavior, business etiquette, and ethics in a business setting.
- 2.2. you examine ethical dilemmas and scenarios.
- 2.3. you explore methods to foster positive workplace relationships.
- 2.4. you outline procedures for planning, leading, and participating in productive business meetings, including using professional etiquette techniques, resolving conflict, and handling dysfunctional group members.

Learning Objectives

- 2.a. Examine ethical dilemmas and scenarios.
- 2.b. Describe professional behavior, ethics and teamwork in a business setting.
- 2.c. Identifies strategies to improve workplace communication and meetings.

3. Apply effective written communication skills.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you improve reading comprehension.
- 3.2. you organize ideas into a coherent outline.
- 3.3. you enhance message clarity.
- 3.4. you improve conciseness of message.
- 3.5. you ensure the message is complete and includes concrete examples.
- 3.6. you apply effective proofreading techniques to their written work.

Learning Objectives

- 3.a. Develop strategies for effective reading comprehension.

- 3.b. Develops strategies for outlining concepts.
- 3.c. Apply effective business writing concepts including a focus on the clarity, conciseness, and completeness of their written message.

4. Apply research techniques.

Assessment Strategies

- 4.1. Research Paper

Criteria

You will know you are successful when

- 4.1. you discuss credible versus non-credible business resources.
- 4.2. you identify business indices to use as resources.
- 4.3. you identify business periodicals to use as resources.
- 4.4. you identify business books/authors to use as resources.
- 4.5. you identify business internet sites to use as resources.

Learning Objectives

- 4.a. Explore credible versus non credible business resources.
- 4.b. Explore business indices to support analysis.
- 4.c. Explore business periodicals to support analysis.
- 4.d. Explore credible business internet sites to support analysis.

5. Apply analysis tools in a case scenario.

Assessment Strategies

- 5.1. Project

Criteria

You will know you are successful when

- 5.1. you calculate and apply select financial ratios to a business.
- 5.2. you calculate and apply comparative financial statement analysis to a business or proposal.
- 5.3. you calculate and apply return on investment analysis to a business or proposal.
- 5.4. you calculate and apply break-even analysis to a proposal.
- 5.5. you calculate and apply net present value concepts to a proposal.
- 5.6. you apply SWOT (strength, weakness, opportunity, threats) in a business environment.
- 5.7. you apply PEST (political, environmental, social and technology) analysis in a business environment.

Learning Objectives

- 5.a. Apply SWOT analysis in a business situation.
- 5.b. Apply financial tools to analyze a business or proposal.
- 5.c. Apply PEST analysis in a business setting.

6. Develop the case framework using critical thinking.

Assessment Strategies

- 6.1. Case Study

Criteria

You will know you are successful when

- 6.1. you use research, interviews, surveys, qualitative and financial analysis to develop evidence about a case scenario.
- 6.2. you use evidence to diagnosis problems within a case scenario.
- 6.3. you identify major and minor problems in the case scenario.
- 6.4. you generate alternative solutions to the identified problems.
- 6.5. you evaluate each alternative solution.
- 6.6. you develop an implementation plan for the best alternative solution.
- 6.7. you defend the implementation plan.

Learning Objectives

- 6.a. Apply research tools, qualitative tools, and financial analysis tools to a case.
- 6.b. Apply the case framework to analyze a business scenario.

7. Prepare a written case analysis report.

Assessment Strategies

7.1. Case Study

Criteria

You will know you are successful when

- 7.1. you use prewriting and reading comprehension tools to assess the key components of a written case.
- 7.2. you apply critical thinking skills to a case by developing a case framework.
- 7.3. you explore and develop a written argument by applying prewriting activities focused on the case framework.
- 7.4. you identify the steps in writing the case report.
- 7.5. you use the business report format of the final report.
- 7.6. you create appropriate visual aids to use in a report.
- 7.7. you describe each component of the written case report that utilizes the case framework.

Learning Objectives

- 7.a. Develop an outline of the case by applying prewriting activities focused on the case framework.
- 7.b. Apply critical thinking skills that utilize the case framework to support the best alternative to a case scenario.
- 7.c. Review and discuss the mechanics of a well-written case report that utilizes the case framework and follows good business writing techniques.
- 7.d. Write a case analysis report that utilizes the case framework.

8. Present an oral case analysis.

Assessment Strategies

8.1. Presentation

Criteria

You will know you are successful when

- 8.1. you discuss the differences in a written and an oral case presentation.
- 8.2. you identify the characteristics of a dynamic business presentation.
- 8.3. you explain the major element of a presentation: the introduction, body and conclusion.
- 8.4. you view various business presentations and provides feedback.
- 8.5. you describe methods for improving audience rapport and interaction.
- 8.6. you discuss tips on effective presentations using props, presentation software, and electronics.

Learning Objectives

- 8.a. Utilize presentation software in a presentation.
- 8.b. Evaluate oral case analysis presentations.