

LABU 2051 Business Case Analyses I

1. Course Information LABU 2051 is a two-credit, one semester core course offered in Fall semesters to Year 2 Risk Management and Business Intelligence (RMBI) students in the School of Business and Management. Students attend two hours of class per week. The course aims to develop students' skills in persuasive communication, critical thinking and problem solving, and independent learning, teamwork and leadership through case analyses. Students will read, analyze and discuss business cases, research and apply relevant business concepts and theories, generate and evaluate alternative solutions, and make and justify recommendations. Students will present their case analyses and recommendations to specific audiences by giving oral presentations that focus on voice and delivery, and writing a recommendation report.

2. Pre-requisites: LANG 1403, LANG 1404 or LANG 1003.

3. Exclusion(s): LABU 2050 (prior to 2017-18)

4. Aims of the course: Intended Learning Outcomes

1. Knowledge and Content Related	Students can: <u>Acquire an understanding of decision-making</u> a. Apply the principles of decision-making in business contexts across a few business disciplines.
2. Academic Skills and Competencies	Students can: <u>Write a recommendation report effectively</u> a. Adapt the message to the purpose and context of the communication and to the audience's needs. b. Structure a recommendation report appropriately. c. Organize ideas logically, coherently and cohesively to meet the purpose, context and needs of audience. d. Use the appropriate style (direct and concise) and tone to suit the purpose, context and audience. e. Use accurate language. <u>Give an oral presentation effectively.</u> f. Adapt the message to the purpose, context of the communication and to the audience's needs. g. Organize ideas logically to meet the purpose, context and the audience's needs. h. Use voice, space, facial expression and eye contact, body posture and movement, and gestures to build rapport with the audience, make the message effective, sustain the audience's attention the audience's attention and impact the audience. i. Use accurate grammar and pronunciation.

	<u>Read and think critically, and solve problems.</u> j. Read business cases critically, discuss and comprehend the situation. k. Identify and define the problem. l. Research, select and analyze accurate and relevant information. m. Generate and evaluate alternative solutions. n. Make and justify recommendations.
3.Ethical Standards	Students can: a. Demonstrate awareness of ethical issues.
4. Leadership and teamwork, international outlook, Vision and Orientation to the Future	Students can: a. Display teamwork and leadership skills. b. Manage learning individually and in teams. c. Use technology to enhance learning.

5. Course assessment

Assessment	Weighting	ILOs
1. Oral Presentation I: Presenting a Case (Group)	16%	1. a 2. f, g, h, i, j, k, l, m, n 3. a 4. a, b, c
2. Oral Presentation II: Presenting a Case (group)	32%	1. a 2. f, g, h, i, j, k, l, m, n 3. a 4. a, b, c
3. Online Peer Evaluation of Teamwork and Leadership (Individual)	10%	4. a, b
4. Recommendation Report (Individual)	42%	1. a 2. a, b, c, d, e, j, k, l, m, n 3. a 4. c

3. Course Content

Part 1

- Reading critically and analyzing mini case 1
- Oral presentation skills: Analyzing the audience and organizing the presentation
- Oral presentation skills: Using voice
- Using clear and accurate pronunciation
- Oral presentation practice (voice), peer and teacher feedback

Part 2

- Reading critically and analyzing mini case 3 systematically
- Oral presentation skills: Using space, facial expression and eye contact, gestures, and body posture and movement
- Scripting oral presentation II
- Oral presentation practice (delivery), peer and teacher feedback

Part 3

- Reading critically and analyzing mini case 4 systematically
- Writing recommendation reports: Structure
- Writing recommendation reports: Audience, tone and style
- Writing practice and teacher feedback