

Case Study Project Guidelines  
MGT 647 –International Management / Spring 2007  
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**Nature of Project:** The proposed case project will be an in-depth study of a Fortune “Global 500” company. It should include, but not be limited to, the following details about the firm’s global activities:

1. Firm’s operations in the context of the respective cultural environment of international business (language, religion, values and attitudes, law, politics, education, technology and material culture, and social organization).
2. Organization background: history, industry/firm characteristics, philosophy, strategy, organizational structure and adaptations, and related details.
3. Products/services provided by the firm.
4. Highlights of the firm’s organizational functions: marketing, production, finance, human resource management, and others.
5. Highlights of firm’s managerial functions: planning, organizing, directing, and controlling.
6. Charts/graphs to augment the study: multinational presence, organization structure, financial and other comparative data.
7. Identification and analysis of a MAJOR ISSUES facing the firm, consistent with and linked to the study of the firm.
8. Short- and long-term recommendations to resolve a MAJOR ISSUES, with adequate justification/support.
9. Conclusions/lessons that can be drawn from the study.

**Guidelines:** These guidelines are critical to the successful completion of the project:

1. It is expected and assumed that each student is familiar with the proper conventions associated with the research and the writing associated with a case study. If unfamiliar, utilize resources available in Meyer Library.
2. For the structure (organization) of the case study, adhere to the guidelines contained in: Robert L. Trewatha, Form and Style in Writing Formal Research and Case Reports (Springfield, MO: Southwest Missouri State University). This publication is available in the Baker Bookstore. See “ORGANIZATION OF CASE STUDY” which follows this section.
3. For print medium resources, cite references and prepare the bibliography according to the “Style of Guide Authors” available at the Academy of Management Journal (AMJ) web site [http://aom.pace.edu/amjnew/style\\_guide.html](http://aom.pace.edu/amjnew/style_guide.html).
4. All submissions should be typewritten, text double-spaced within and between paragraphs, proofread, and free from all typographical and other irregularities. Allow a one-inch margin throughout. If unfamiliar with form and style, seek help.

5. Use letter-quality or near-letter quality, 10- to 12-point size font; dot-matrix, draft-mode is not acceptable.
6. All exhibits(charts, tables, etc.) should be self-explanatory with appropriate headings, labels, and source data, and proper links to the relevant text. Single spacing is permissible within tables and charts.
7. Use plastic spiral binding to secure the final paper.
8. Submit with the final paper, in a separate envelope, all research note cards (3" x 5" or 5" x 7") properly organized with copy of the CD.
9. Retain a copy of the paper for personal use; the instructor will remain the one submitted for evaluation.

**Organization of Case Study:** The organization of the case study should adhere to the guidelines contained in: Robert L. Trewatha, Form and Style in Writing Formal Research and Case Reports (Springfield, MO: Missouri State University). This publication is available in the Baker Bookstore. The case study should include the following items and chapters with appropriate subsections/details, in the proper order:

1. A title page with complete course and author details.
2. A "Table of Contents" showing all major sections and subsections with respective page numbers.
3. Introductory chapter containing a detailed statement of purpose, scope, limitations, description of the sources and methods of data collection, and organization of the case study.
4. The major part of the case study, organized into chapters with subsection, covering:
  - a. External environmental analysis to include environment, economic conditions, demand/supply, competitive conditions, technology, and the firm's business involvement, and summary.
  - b. Internal (organization) analysis to include objectives, strategies, structure, functions, SWOT analysis, and summary.
  - c. Detailed discussion of a MAJOR ISSUES facing the subject firm and related concerns.
  - d. Recommendations, short-term and long-term, that would enable the firm to steer itself into the right direction, consistent with its mission and goals.
5. Summary and Conclusions.
6. The bibliography (References)
7. Appendices and exhibits.