

Ross Business Case Discussion Examples

Business case template

Project title: Poetry Night event

Start date: 10/5/2023

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Executive summary:

Reasoning for a poetry night might come from doing a poll, showing that the local area has no such events, yet the populace shows a good number of aspiring writers and poets.

Financial assessment:

Cost estimates for this project may vary — renting space may be mandatory, and you might want catering for the event. Both of these may vary in cost depending on the number of attendees, so for your P90 analysis you should take a look at the poll results to estimate the maximum number of guests.

Business objectives:

This project is done for public benefit, but can also serve to boost the PR of an organization. The project goals might be viewed through the attendees' satisfaction, a boost in your organization's online presence, or a rise in the popularity of a poet you were trying to promote with the event.

Project options analysis:

This section would be dedicated to analyzing the different kinds of executions of the poetry night. Should it be in public, or in a closed rented space? Should there be light music in the background, and would it be beneficial to the event if the music was live? If you're unsure of the answer — consult with stakeholders. In this case, you could do another poll.

Cost benefit analysis:

The benefits of this project will largely be intangible — the rise in your organization's popularity or the satisfaction of attendees would be difficult to quantify with dollar signs. However, there might be tangible benefits to find — if your organization offers a product or service, is there an expected rise in procurement after the project's completion?

Project governance:

Who will be in charge of the organization of the project? Who will be the sponsor? Who will tend to the catering? Who will be the presenter, and whose poetry will be presented?

Answering these questions gives us project governance in this example.

Risk management:

Is there a possibility that very few people will show up? Is there a possibility that the vendor of the rented space or the catering cancels last minute? In that case, is there a backup you can use and how can you notify all attendees of the change effectively?

Ross business case discussion examples are instrumental in shaping the analytical and decision-making skills of future business leaders. The Ross School of Business at the University of Michigan, known for its rigorous curriculum and innovative teaching methods, leverages a wide array of real-

world case studies to enhance the learning experience of its students. By delving into real business scenarios, students are encouraged to think critically, assess various business strategies, and propose actionable solutions. This article will explore several examples of business cases discussed at the Ross School, the methodologies employed in these discussions, and the critical skills that students develop through this process.

Understanding the Importance of Business Case Discussions

Business case discussions serve multiple purposes in the educational landscape of business schools. Here are some key benefits:

1. **Practical Application:** Students can apply theoretical knowledge to real-world challenges, bridging the gap between academia and industry.
2. **Critical Thinking:** Analyzing case studies fosters critical thinking and helps students evaluate different perspectives and outcomes.
3. **Collaboration:** Group discussions enhance teamwork skills, as students must collaborate to analyze and propose solutions.
4. **Communication Skills:** Presenting findings and recommendations hones verbal and written communication skills essential for business professionals.

Examples of Business Cases at Ross

The Ross School of Business frequently utilizes a variety of case studies across multiple industries. Below are a few examples that have been significant in shaping discussions and learning outcomes.

1. Ford Motor Company: The Turnaround Strategy

The case of Ford Motor Company focuses on the strategic decisions made by the leadership team during a critical time in the company's history.

- **Background:** In the late 2000s, Ford faced significant financial challenges, compounded by a global recession and declining demand for automobiles.
- **Discussion Points:**
 - What strategic choices should Ford's leadership make to stabilize the company?
 - How can Ford leverage its brand legacy while adapting to changing consumer preferences?
 - What role does innovation play in Ford's turnaround efforts?

Students engage in discussions around strategic planning, market analysis, and the importance of innovation in maintaining competitiveness in the automotive sector.

2. Starbucks: Global Expansion Challenges

The Starbucks case study examines the coffee giant's approach to international expansion and the challenges that accompany it.

- Background: As Starbucks sought to enter new international markets, they faced diverse cultural preferences and local competition.
- Discussion Points:
 - Should Starbucks adapt its menu to fit local tastes, or maintain a standardized approach?
 - How can Starbucks balance growth with its commitment to ethical sourcing and sustainability?
 - What marketing strategies can be employed to penetrate new markets effectively?

This case encourages students to think about global business strategies, cultural sensitivity, and corporate social responsibility.

3. Tesla: Disrupting the Automotive Industry

Tesla's rise as a leader in electric vehicles provides a rich case for discussion regarding innovation and market disruption.

- Background: Tesla has revolutionized the automotive industry with its electric cars, challenging traditional manufacturers.
- Discussion Points:
 - What factors contributed to Tesla's success in a market dominated by internal combustion engines?
 - How should Tesla approach competition from established automakers entering the electric vehicle market?
 - What are the implications of Tesla's direct-to-consumer sales model?

Students analyze disruption theory and the dynamics of innovation while considering the competitive landscape of the automotive industry.

4. Unilever: Sustainability in Supply Chain Management

The Unilever case focuses on the company's commitment to sustainability and ethical practices within its supply chain.

- Background: Unilever has made significant strides in promoting sustainable sourcing and reducing its environmental footprint.
- Discussion Points:
 - How can Unilever ensure that its supply chain practices align with its sustainability goals?
 - What challenges does Unilever face in implementing sustainable practices globally?
 - How can the company communicate its sustainability efforts to consumers effectively?

This case emphasizes the importance of sustainability in business strategy and the challenges of implementing ethical practices on a global scale.

Methodologies for Case Discussions

At Ross, various methodologies are employed to facilitate effective case discussions. These include:

1. The Socratic Method

The Socratic method encourages a dialogue-based approach where students ask and answer questions to stimulate critical thinking. This method fosters a deeper understanding of the case material and encourages students to articulate their thoughts clearly.

2. Group Work and Presentations

Students often work in groups to analyze case studies and present their findings to the class. This collaborative approach allows for diverse perspectives and encourages teamwork.

3. Role-playing

In some cases, students may take on the roles of key stakeholders within the case, such as company executives or customers. This technique helps students understand different viewpoints and the complexities of decision-making in business.

4. Data Analysis and Financial Modeling

Students may also engage in quantitative analyses, utilizing data to support their arguments. This approach enhances their analytical skills and provides a practical understanding of financial implications.

Skills Developed Through Business Case Discussions

Engaging in business case discussions at Ross equips students with a multitude of essential skills, including:

1. **Analytical Skills:** Students learn to dissect complex business problems, identify key issues, and evaluate potential solutions.
2. **Decision-Making:** The process of weighing pros and cons prepares students to make informed decisions in their future careers.
3. **Communication:** Articulating thoughts and presenting findings sharpen verbal communication skills, essential for professional success.
4. **Teamwork:** Collaborative assignments foster the ability to work effectively in teams, a crucial skill in any business environment.

5. Ethical Consideration: Many cases highlight ethical dilemmas, encouraging students to think about the broader impact of business decisions.

Conclusion

Ross business case discussion examples provide an invaluable platform for students to engage with real-world business challenges. Through analyzing cases from diverse industries such as automotive, food and beverage, and consumer goods, students develop critical thinking, collaboration, and communication skills. These discussions not only enhance academic learning but also prepare students for successful careers in an ever-evolving business landscape. By incorporating innovative teaching methodologies and fostering a rich dialogue among peers, the Ross School of Business continues to shape the leaders of tomorrow, equipped with the skills and knowledge necessary to drive meaningful change in the global economy.

Frequently Asked Questions

What is a Ross business case discussion?

A Ross business case discussion is an analytical approach used in business education, particularly at the Ross School of Business, where students analyze real-world business scenarios, develop solutions, and discuss strategic implications.

How do I prepare for a Ross business case discussion?

To prepare for a Ross business case discussion, you should thoroughly read the case materials, identify key issues, analyze data, formulate your recommendations, and be ready to support your arguments with evidence.

What are some common themes in Ross business case discussions?

Common themes include strategic decision-making, market analysis, financial implications, organizational behavior, and ethical considerations in business practices.

Can you give an example of a successful Ross business case discussion?

A successful example could involve a case on a tech startup facing competition, where students might propose innovative strategies for market differentiation and discuss the impact of technology trends on business growth.

What skills can students develop through Ross business case discussions?

Students can develop critical thinking, teamwork, leadership, communication, and analytical skills, which are essential for effective problem-solving in real-world business situations.

How are Ross business case discussions evaluated?

Evaluations are typically based on the depth of analysis, creativity of solutions, effectiveness of communication, participation in discussions, and the ability to respond to questions and critiques.

What resources are available for studying Ross business case discussions?

Resources include case study textbooks, online databases, academic journals, faculty guidance, and peer discussions to enhance understanding and preparation for case discussions.

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