



Lincoln University

BA 397 - MBA Case Study Preparation and Defense Guidelines

January 2019

A detailed written report analyzing business aspects of a previous employment must be submitted and presented in the form of review/proposal to improve the related activity. The work should be used as the source of data for the analysis. Work responsibilities should be business management preferably in the field of the student's area of concentration. The student regularly confers with the selected faculty advisor who recommends the report for its oral presentation to a committee. (3 units)

General Notes:

1. To be qualified for registration in BA 397 - MBA Case Study, the student must be in the last term of study or after completion of the program coursework.
2. It is recommended that the employment and/or the report's topic be related to the student's area of concentration.
3. The student has to choose an academic advisor for the report preparation from the faculty members of Lincoln University and obtain his/her acceptance. It is not mandatory for a faculty member to accept your request.
4. The case study job, the report topic, and the academic advisor must be approved by the Lincoln University Dean/ Provost/ President.
5. The report should not contain plagiarism. Authenticity of the report will be checked by "Turn-It-In" via submission by the university library and approved by the student's academic advisor. The maximum accepted level of matching from other sources is determined by the advisor on a case-by case basis (on average matching should be no greater than 10%). Plagiarism will result in report failure.

The Goal and Content of Case Study:

1. In the case study report for BA 397, students are expected to demonstrate their ability to provide analysis of the company, its industry, business model, competition, and operations.
2. Students should describe their role in the company and analyze the operation of their employment department from a manager point of view.
3. It is required that students provide business recommendations for the company for improvements, at least on the level of the employment department.
4. The financial analysis of the company or the department is recommended. If the data is not available a student should estimate monetary values involved in the work and/or products.

The Report Structure:

A suggested outline of the report content is provided below in Appendix B. Students may vary the report structure to better meet the goal and focus of the report.

Report Layout and Formatting:

1. The Report must have a title page. A sample title page is shown below in Appendix A.
2. The report Summary should follow the title page.
3. Table of Contents follows the summary page (or pages).
4. All pages in the internship report except the title page must be numbered.
5. The report should be written with size 12 with 1.5 intervals between lines for easy reading.

6. Print the report on both sides of the page (double-side printing options) if possible. This requirement is intended for saving paper. The other side of the title page must be left blank.
7. The Report should be well bound.
8. All figures and tables in the report must be numbered and have captions. All figures and tables must be cited and described in the report text.
9. Each entry in the bibliography should be cited and described in the text using citations.
10. The bibliography and citations should be written with APA style. Students are recommended to attend the LU Library training workshops on APA style.
11. Students are recommended to attend the LU Library training workshops on mastering MS Word. These workshops help significantly reduce writing time and improve formatting quality of this report and reports you will write in the future.

Report Submission:

1. The report should be preliminarily approved by the academic advisor.
2. Upon preliminary approval by the academic advisor, a soft copy of the report should be sent to LU library for submission to “Turn-It-In”. The results will be sent back to the student and to the academic advisor. The advisor may request the student revise the report if the level of matching from other sources exceeds 10%.
3. The academic advisor gives the final approval for submission of the report.
4. Upon the final approval of the report by the academic advisor, the student should print and bind at least five copies of the report and submit them to the Registrar Office at least two weeks before the presentation date.

Preparation for the Presentation:

1. The student should develop MS PowerPoint slides for the presentation. The total number of slides should be about 10-12, but may vary.
2. All slides, except the title slide, must be numbered. It is recommended to show the slide number out of the total number of slides (e.g. 5/12 means slide number 5 out of a total of 12 slides).
3. Slides should not use fonts lower than 20, as they may not be clearly readable for the audience.

Project Presentation, Defense, and Evaluation:

1. The project is presented to the Graduate Committee, which consists of two faculty members. The student’s academic advisor should be present at the presentation.
2. The entire project defense lasts 45 minutes including the presentation, questions and answers, discussion, and evaluation. The presentation itself should not be longer than 15 minutes.
3. The student is expected to present the material and answer the questions asked by the members of the Graduate Committee.
4. In the final stage of the project defense, the student is asked to leave the room for a short time for the Graduate Committee to discuss and evaluate the project and the student performance.
5. Then the student is called back and the Committee announces the evaluation decision.
6. The committee can give grades CR (passing), IP (in progress, requesting to answer some additional questions or to write additional parts or correct some parts of the report), or NC (no credit, the course should be retaken with a different adviser or internship company).
7. If the report requires corrections, a final copy of the corrected report should be provided to the library.

Lincoln University

Report Title

BA397 MBA Case Study

by
Student Name

Advisor: LU Advisor's Name

Date

Students are expected to demonstrate their ability to analyze the business as a whole or some specific aspects. The suggested report structure is just a sample. Students should adjust the suggested report structure or develop their own report structure to better fit their business analysis goals and focus.

Summary

This section provides the summary of the entire report

1 Introduction

- 1.1 Company Name, Employment Position, and Job Description**
- 1.2 Purpose of the Report**
- 1.3 Definition of Terms**

2 Company

- 2.1 Industry Overview**
- 2.2 Company Description**
- 2.3 Business Model**

3 Company Analysis

- 3.1 Company Market**
- 3.2 Company Competition**
- 3.3 Company Estimated Financial Results**

4 Case Study Analysis

- 4.1 Employment Department**
- 4.2 Analysis of Work from the position of the Department Manager/Company Owner**

5 Learning Curve

- 5.1 Knowledge learned at Lincoln University and applied during the report analysis**

6 Recommendations and Conclusions

- 6.1 Recommendations* and/or Achievements** during the employment**
 - *Recommendations = Proposals to improve the business activity,**
 - ** Achievements = Recommendations implemented during the internship**
- 6.2 Conclusions**

Bibliography

Appendices

If needed

The suggested report structure is just a sample. Students may significantly change the suggested report structure or develop their own report structure to better fit their business analysis goals and focus.