

Doing Case Analysis in School of Business

For new and existing students

Date : Tuesday, 13 July 2022

Time : 7:00 pm – 8:00 pm

Speaker : Dr. Lau Kong Cheen, Senior Lecturer (Marketing Programme), School of Business

TOPICS

Introduction

This seminar provides an introduction to the case study analysis approach that will be used in many of our School of Business courses. The seminar is geared more towards giving freshmen (incoming new students) a good appreciation on how case analysis can enrich their learning experiences in SUSS, although existing students who like to know more about case analysis are also welcome to attend.

A case about an organisation typically entails the setting up of a 'real-life' scenario that surrounds a major decision affecting the future prospects of the organisation. Based on the information available, students are required to make decisions and work out the potential ramifications of these decisions during a case analysis discussion. Thus, case analysis brings real-world business problems to a classroom setting and allow students to integrate and apply knowledge and techniques to analyse and solve real-world business problems. It also provides students with many opportunities to strengthen their communication skills, seek creative problem-solving approaches, and hone their abilities to practice insightful thinking and learn to ask the right questions.

In order to maximise the values that case analysis can bring to a student's learning experiences, students must learn to participate actively in discussions, practise decision making and apply theories/concepts onto the presented case scenarios. The goal of this seminar is to familiarise and prepare students for such case analysis and discussion in class.

Seminar Topics

- Introduction – What is Case Study Pedagogy?
- Why is Case Study Pedagogy?
- How to Analyze a Case Study?
- Hands-on experience – Analysing a Case Study
- Q&A

Others