

Working with case studies

- **What is a case study?**
 - For the purposes of the MBA it is a short ‘story’ about an organisation or a management situation
- **What are case studies used for?**
 - Illustrate business and management concepts in the context of real (or realistic) contexts
 - Deepen understanding of concepts and about the real-life context in which business and management happen
 - Provide realistic business and management problems for students to solve with the use of module concepts

Working with case studies 2

- **How to approach case study analysis**
 - Start by reading the case carefully
 - Note down any concepts that can help explain what is going on in the case
 - Answer any case study questions that are set
 - Propose solutions to any problems that are set
 - No need to research any further information about the case study in question unless specifically asked to do so

Key points about assessed case studies

- Read the case through quickly once to get a feel for the situation
- Understand what it is you are required to do – check the questions and any instructions
- Re-read the case, make notes, ask yourself, ‘what seems to be going on here that may be relevant?’
- Start organising your thoughts/notes using concepts from the module to help you expand upon and support your diagnosis

Tutorial case -Harley Davidson - LiveWire



Tutorial exercise: Harley Davidson

- What PEST (Political, Economic, Social, Technological) factors are influencing Harley Davidson?
- What are your views on the LiveWire?
- What options are open to Harley Davidson in terms of making LiveWire a success?
- If not the LiveWire, what else would you suggest Harley should do, are there alternative strategies?