

**Antalya Bilim University**  
**Department of Business Administration,**

**BUSI 308**  
**Case Studies Analysis**

Class time & Place:  
Office hours:

**Objectives**

Major objectives of this course are to familiarize the students with case method; to understand the importance of case method in business education; to learn case approach and the process in case analysis; to discuss the roles of students, case discussion groups and the case instructor. Starting with the history of case approach in the world as well as in Turkey, distinct advantages of using case method in business education will be studied. Case clearing houses in the U.S.A. and Europe and Turkey will be covered in this course. Focused educational progress on case teaching and case writing will also be studied in the class. Specific benefits of using case method and the process to be followed studying a case will also be presented. Examples from business subjects especially from business management and strategy and marketing strategy and management will be included in the course. A case set will be handed out at the beginning of this course. Experimental case study practices by the students will also be a part of this course.

**Text and Other Sources**

- Materials will be distributed by the instructor in the class.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. You are expected to be sensitive in this issue.

**Grading**

The final grade will be based on the following weights:

Midterm and final exams	80
Homework, discussions and projects	20
TOTAL	100

(Passing grade= 50/100)

**Activities**

Class meetings will be devoted to lectures but mostly discussions. You will attend lectures, participate in discussions, especially case discussions, read the assigned portions of the texts, write quizzes and

examinations, solve and hand in number of homework problems, and complete term projects if scheduled.

**Schedule:**

The planned schedule of the course is as follows

**Weeks Topics**

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**Week 1** Introduction, Overview and Importance of Case Study

**Week 2** History and Distinct Advantages of Case Study

**Week 3** Burton Snowboards

**Week 4** Caribou Coffee

**Week 5** Dunkin Donuts

**Week 6** Fisher-Price

**Week 7** Annie's Homegrown

**Week 8** Midterm Week

**Week 9** UPS Delivery

**Week 10** Fossil

**Week 11** Tommy Hilfiger

**Week 12** GM Cadillac

**Week 13** Stride Rite

**Week 14** Overview of the course and closure