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# Frequently Asked Questions: FEATURED ORGANIZATIONS in GloboLens Business Case Studies

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## **WHAT IS A CASE STUDY?**

A case study portrays an actual issue faced by a person in an organization. It simulates a real situation and makes the reader a participant, not merely an observer. All case studies focus on an actual or a realistic hypothetical business scenario with all its complexity, misconceptions, and too little or too much information. There is never an obvious yes-or-no solution; instead, a case provides information to stimulate a conversation concerning multiple outcomes. Case studies appear to present information in a straightforward, linear fashion – with an introduction, subheads, exhibits, and conclusion – but this may or may not be the way the event unfolded. Deciphering the way the event unfolded, and which information is more relevant, is a large part of the learning opportunity for the student.

## **HOW WILL THE CASE STUDY BE USED?**

The number one skill employers of MBA graduates demand is experience in analyzing situations and making business decisions in the face of less-than-perfect information – just as they will have to do in their careers. Case studies are the most effective method of allowing students to hone these skills in an MBA program. Case studies are used in business school teaching to guide students in learning about business decisions and dilemmas. Professors integrate case studies in their teaching to illustrate a specific objective, such as how to implement a successful domestic program on a worldwide scale, or how to structure a company to create a social good, or how to analyze the change in management challenges over time as a firm becomes multi-product and global. The case study about your organization will be integrated into the curriculum of top business schools worldwide, so that the business leaders of tomorrow are prepared to make tough, real-world decisions.

## **WHAT IS THE CASE TEACHING METHOD?**

The case teaching method is action-based learning. Cases require students to put themselves in the role of the main character and make a critical decision. They analyze information, develop alternative solutions, make a decision, and create an action plan. In the classroom they share and defend their decisions under the guidance of an expert instructor. The case teaching method is the best way to lead students in learning problem solving agility and resilience.

## **WHAT IS A FEATURED ORGANIZATION AS RELATED TO A CASE STUDY?**

The Featured Organization is the company or organization highlighted within a case study. It is where the main character is employed or engaged and is the venue where the decision, problem, or opportunity takes place.

## **WHAT ARE THE BENEFITS OF BEING A FEATURED ORGANIZATION?**

1. Being a Featured Organization is both a practical and altruistic role. The organization will play a significant role in helping tomorrow's business leaders become better prepared to face complex decisions in the constantly-changing world of business.



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2. The organization will also gain broad exposure to thousands of future graduates who are likely to seek out the organization for employment. These MBA graduates will already have cross-functional experience in making challenging decisions using their analytical, creative, social, and application skills—and will be familiar with the particular challenges of the organization's operating environment.
3. Many Featured Organizations use the completed case study in their internal training programs.
4. Employees within the Featured Organizations benefit from sharing the importance of their roles and tasks in the case study's business situation.

### **WHAT IS THE ROLE OF THE FEATURED ORGANIZATION?**

The role of the Featured Organization is to provide information and data, to check for accuracy/completeness, and to assist in final review and release of the case. Most importantly, the Featured Organization must provide legal permission to use the case for educational purposes upon completion of the case.

### **WHAT IS THE ROLE OF THE AUTHOR (SUBMITTER)?**

The author collects data and writes the descriptive account of the case study. The author accurately presents facts and data that fulfill a specific teaching objective. Also, the author must ensure the case is original, timely, and based on carefully researched data. The author's role is not to create a marketing or promotional piece for the Featured Organization or to participate in any type of consultative role.

### **WHAT ABOUT LEGAL RELEASE & COPYRIGHT?**

Once the case is formatted and finalized, the Featured Organization will be asked to sign a legal document that assigns the copyright to the William Davidson Institute/GlobalLens and confirms they have completely reviewed and approved the completed case study.

### **HOW IS A SUBMITTED CASE STUDY MARKETED?**

The William Davidson Institute/GlobalLens will market the completed case for adoption at leading business schools worldwide via targeted communications to educators. It is extremely effective if the Featured Organization allows GlobalLens to use their company's logo in conjunction with marketing the case. Upon acceptance of the submission, we typically ask the submitter for the appropriate contact within the organization to pursue logo usage. It should be noted, the logo of the featured organization is only used to market the case and not for any other promotional purpose.