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*University of South Florida*

*Muma College of Business*

*Doctor of Business Administration (DBA)*

*GEB6930 Case Method Publication Course*

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**Faculty:**

Matthew T. Mullarkey

<https://www.usf.edu/business/contacts/mullarkey-matthew.aspx>

**Overview:**

A case researcher closely examines a particular phenomenon in its context. Case research is one of the most effective means for the researcher to have impact on practice and for practice to influence research. Discussion case research is a particularly effective way for a researcher to look at current, topical issues in organizations in a "real-time" manner. Well written and rigorously researched discussion cases with a relevant, authentic, challenging business decision are ideal for inclusion in business course curriculum for engaging students in discussion and critical thinking about what a protagonist should do and why.

After conducting a case study, the researcher may produce a discussion case, a theory-proposing or theory-testing research case, or both a discussion case and a research case. A discussion case tells an interesting story while translating case research findings into a form that supports learning through collaborative, evidence-based discussion centered on a tough decision the protagonist and organization are trying to make. A research case proposes, tests, or extends theory.

This course will focus on the steps in designing, researching, and writing useful and interesting discussion cases. Each student will develop a discussion case as if for publication. In many cases the student may also develop its accompanying teaching note (a document which explains the theoretical or conceptual or framework foundation for a case and offers suggestions for teaching a particular course). We will discuss in class several types of discussion cases and provide an introduction into how to conduct case research that provides a foundation for producing one or more research cases for presentation at scholarly conferences and/or publication in a scholarly journal, and in the short term yields one or more publishable discussion cases. We will also discuss the path to publishing case research and the ways case research can be incorporated into organizational settings.

**Course Objectives:**

Upon completing this course, participants should be able to:

- Explain the strengths and weaknesses of case research.

- Recognize the forms and purposes of different types of discussion cases.
- Research and write a discussion case for publication and instructor adoption.
- Develop a draft teaching note to accompany the case.
- Recognize how a teaching note's Theory and Frameworks section provides a foundation for a theory-building research case published in a peer-reviewed scholarly journal.
- Understand one or more paths to case research publication.
- Understand how case research can be performed in situ with organizations in ways that effect practice.

#### **Policies:**

Grading: This course follows the standard DBA grading policy: satisfactory work completed on time receives a grade of A. Work that is not sufficiently developed must be revised to a satisfactory level. In the event such revisions run past the end of the semester, upon satisfactory completion, a grade of B is awarded. An A grade will be awarded to satisfactory discussion case with teaching note that is submitted on the date/time for the assignment.

Academic Integrity: The course subscribes to all academic integrity requirements set forth by the University of South Florida. A link to these requirements is provided on the course Canvas site.

#### **References:**

*Informing with the Case Method*, T. Grandon Gill (Informing Science Press, 2011) Online Version.

*Case Study Research: Design & Methods*, Robert Yin (Sage, latest edition).

*The Art and Craft of Case Writing*, William & Margaret Naumes (latest edition).

#### **Other Course Materials:**

Cases, Powerpoints and Readings provided on the online course learning management platform.

#### **Assignments**

**(always reference latest dates and submission requirements in Canvas Course)**

<b>Date</b>	<b>Details</b>	
March	Assignment	Read & Analyze Case 1
	Assignment	Upload Pre-Case for Case 1
March	Assignment	Upload Post-Case for Case 1
March	Assignment	1st Page Narrative

Date	Details	
April	Assignment	Discussion Case: Reliaquest University
April	Assignment	50% Draft
April	Assignment	Upload Pre-Case for Case 2
April	Assignment	Upload Pre-Case for Case 3
April	Assignment	Upload Post-Case for Case 2
	Assignment	Upload Post-Case for Case 3
May	Assignment	Final Discussion Case
	Assignment	Poster Presentation of the Discussion Case
	Assignment	Video Presentation of the Discussion Case
	Assignment	Plagiarism Report