

Guideline for the Group Case Analysis (Due Mar 22 Fri)

Groups will write up their analysis of cross-cultural problems between companies or individuals in the designated case. Assessment will be based on the case analysis write-up and the peer-review (30%).

- Designated cases will be made available on Blackboard at 8pm, February 27.
- Groups will indicate their choice of case in the WeChat group.
- The case will be taken off the list on a first come first-served basis.

Group Case Analysis Format

- Stick to the core ideas and do an in-depth analysis.
- Have a coherent flow so that the reader can follow you.

The structure: problem – cause – recommendation

- Brief **background** of the company (intro)
- Describe the **problem**: tension, challenge faced in the case
- Dig into the **causes** of the problem (the core of the analysis)
- Make your **recommendations** (or predictions) to the problem

Group Case Analysis Format

- The limit is **1200-1600 words** (excluding references).
- Please briefly explain the conflict scenario and focus more on analysis and recommendation.
- Do not spend more than 400 words describing the conflict scenario and put secondary information (e.g., figures, tables) in the appendix.
- Please submit your work to the folder on BB titled “Group Case Analysis”

The deadline is **11:59 PM, Friday, March 22**

Group Case Analysis Consultation (Fri, Mar 15)

- Prepare the outline of the case analysis (it doesn't have to be perfect).
- Feedback will be given on the flow and the structure, not on the content.