

Teaching Note

Must Use proper verbs for L.O.'s and rewrite questions to align with them.

Must Q2-4 & Q6 - How would a student know how to answer this?
Info needs to be built into case or question needs to be deleted.

Go to guidelines for what should be in T.N.

Using the Boston Consulting Group Portfolio Matrix...

Case

Rec Title is too long; "Rebalancing..."

Must Too long to be a critical incident, as currently written.

Must More of an exercise as currently written; focus on story
and put BCG in TN.

Must Have the students decide what cash cows/stars/dogs are.

Must Tense is confusing; make past tense.

Find a decision point/hook.

Develop a story/more background on B-school.

Have student analyze information.

Must Leave out bias; opinion can go in TN.

Issues: Escalation, internal conflict

Rec Say that this decision is important because it affects the ability to educate.

Rec Don't assume students know what goes on with a university, so briefly describe the conflicts.

Who signs off/gives permission?

Rec ~~Too~~ Keep in mind how a professor might u