

MEMORANDUM

TO: Mona Anita Olsen, Professor

FROM: Matthew Teng

RE: Make a Difference Case Creation Reflection

DATE: May 12, 2018

This memorandum will discuss what I would have differently if I were to redo this assignment.

The biggest change I would make is that I would try to be more aggressive in trying to conduct the interview before the case study was due. I would have ideally liked to have had the information from the interview to use in my case study instead of relying solely on the sources I found online.

Additionally, although I got permission to use Microsoft in advance for my case study (even though it was not a hospitality company) I would have liked to have integrated some of the hospitality aspects of Microsoft into the case study to show how it is somewhat related. Due to the time constraints, I could not figure out a smooth way to integrate this information into my case study as all the transitions I had thought of were very abrupt.

Lastly, before the understanding the full details of the assignment, I would have liked to have talked more in-depth about some of the stories that are featured by Microsoft with respect to some of the technologies that Microsoft employs to benefit others, as it would have added another layer of depth; however, I realized that this might provide a subjective view on Microsoft's efforts. So instead, I decided that I would have liked to have covered more of the general efforts that Microsoft is attempting with respect to education to show how Microsoft is using its assets to target all facets of inequitable educational opportunities.

Regards,
Matthew Teng