**Preparing and Presenting a Case Study, Rev. 1-22-19**

Your team will be presenting an assigned case study. Cases have many dimensions but your presentation will focus on ethics. Your team presentation will be for 20-30 minutes. You may prepare a deck of up to ten slides as a backdrop to your presentation. There is a set of cases reserved at the Harvard Business Review Publishing website. The cases are listed as “optional” on the HBR website, you only need to purchase the case you are assigned.

Teams consist of two to three students. Students who attended the first class were asked for preferences and these were assigned to the extent that was possible given the number of students in the class and the number of cases that need to be covered.

Now that you have your case teams, you must purchase and read the **Case Analysis Coach** at Harvard Business Review Publishing website **(note that only one person on the team needs to make the purchase, but the cost should be shared by all members on the team)**. It will help you prepare for the case discussion. Remember that you and your team are the “instructors” for presenting the case, and that **the other students in the class will not have read the case**. You must describe it to them in sufficient detail so that they understand the details and issues in the case.

Start by having one team member give an overview of the case. What is the ethical dilemma? Have the second team member present one side of the ethical dilemma. If your team has three members, have the third team member present the other side of the dilemma. In some cases the ethical dilemma is obvious. In some cases, the ethical dilemma is subtle. The solution is never obvious.

Finally, it is your responsibility to engage the class in a discussion of the case. Prepare questions to ask the audience in order to stimulate thought and conversation. Allow questions during your presentation for clarity, but do not begin the open discussion until the formal part of the presentation is finished. Provide at least five minutes at the end of your presentation for audience engagement.

Your fellow students are earning participation points for asking GOOD questions. A sign of a professional is his/her ability to engage with the conversation. Avoid bias in selecting the students you call on. Students that are presenting do NOT earn participation points on the day they present.

Ask questions of the class at the end of the presentation. What do your fellow students believe is the correct action to take for this case? If new information were presented, would it make a difference? After all of the questions are asked and discussed, you may want to take a vote on two or three likely alternative actions. Then draw the discussion to a close when all issues have been discussed.

When preparing the case, you are expected to conduct external research that goes beyond the HBR case. Examples: Newspapers, websites, regional press sources, technical topic research sources, etc.

At least a few days or one week before your team presentation you must meet (as a team) with the instructor for 15 minutes to give a practice presentation. Come to that session with each of your issues prepared with your team’s presentation slide deck, and classroom questions for this practice. This practice meeting is worth 5 of the 15 points for the case presentation. The remaining 10 points are for your classroom presentation of the case.

The ethics case titles and team assignments are included on the following page.

1. Google and Project Maven (A) Big Tech and the AI Arms Race (Present 1/30, Wed.)

Presenters: Team 1: Kyungmin Gu, James Lu, Jarrod Pierce

Respondents: Team 4: Muhammad Ather, Zequn Che, Richard Daniels (Fresh to Table)

1. Controversies of Progress – Human Genome (Present 2/4, Mon.)

Presenters: Team 2: John Ostertag, Lingxin Ouyang, Jill Xie

Respondents: Team 5: Mohammad Danusaputro, Zezheng, Linqing Li (Evidence-Based Recommendations for Employee Performance Monitoring)

1. Facebook: Hard Questions (Present 2/6, Wed.)

Presenters: Team 3: Hongju Lee, Yejin Lee, Jamie Marie Thorn

Respondents: Team 6: Jin Seo Bae, Dara Kim, Jose Velasquez (Follow Dubious Orders or Speak Up?)

1. Fresh to Table (Present 2/11 Mon.)

Presenters: Team 4: Muhammad Ather, Zequn Che, Richard Daniels

Respondents: Team 7: Derin Atekoja, Alyssa Gorsky, Michael Moise (Blurred Lines)

1. Evidence-Based Recommendations for Employee Performance Monitoring (Present 2/13

Presenters: Team 5: Mohammad Danusaputro, Zezheng, Linqing Li

Respondents: Team 8: Madison Albert, Libby Stankaitis, Sloane White (Gender and Free Speech at Google)

1. Follow Dubious Orders or Speak Up?

Presenters: Team 6: Jin Seo Bae, Dara Kim, Jose Velasquez

Respondents: Team 9: Kenneth O’Brien, Prosper Ro

1. Blurred Lines: Happy or Harrassed

Presenters: Team 7: Derin Atekoja, Alyssa Gorsky, Michael Moise

Respondents: Team 1: Kyungmin Gu, James Lu, Jarrod Pierce (Google and Project Maven (A) Big Tech)

1. Gender and Free Speech at Google

Presenters: Team 8: Madison Albert, Libby Stankaitis, Sloane White

Respondents: Team 2: John Ostertag, Lingxin Ouyang, Jill Xie (Human Genome Project)

1. Uber: Kalanick’s Tumultuous Era

Presenters: Team 9: Kenneth O’Brien, Prosper Ro

Team 3: Hongju Lee, Yejin Lee, Jamie Marie Thorn (Hard Questions)