

scm hrd DEEV 2014
mwm My Writing Master &

ftc PRESENTS **face the Case**
a case study competition

2_Marketing_9EA14S6

General Guidelines

Each case will have two parts : 1 & 2

Part 1 (1000 words)

You need to write on “My approach to solve this case” in 1000 words. This part is to be written in sequential point wise format. Addition of graphical objects like images, charts, screenshots etc to explain your point will be favorable. It has to be written in an explanatory format as if you are teacher presenting on your approach for solving this case. The content should be originally written and not copied from any other source.

Part 2 (1000 words)

This part should have solution of the case written in 1000 words(excluding references) keeping the following things in mind.

1. The solution is to be in hand typed and not copy pasted word doc format. Your solution will undergo plagiarism check through “Turnitin” software. Only 5% plagiarism is allowed excluding references. Case solutions with more than 5% plagiarism will automatically be disqualified.
2. The solution should have word doc enabled “in text” (citations) and “out text” (bibliography) referencing in APA format. To know about in text/out text referencing and APA formatting click on this [link](#)
3. Formatting : Your solution should have **Automatic table of content, Word doc enabled in text and out text referencing, Cover page, Times Roman 12 Font, Double spacing paragraph spacing**. To learn on these formatting tools please check this [link](#) and check each and every link on the page which opens.
4. An academic case study should definitely focus on

- The problem at hand
- Linking the problem with theoretical concepts
- Suggesting solution/analyzing it with your own creativity and
- Concluding the case.

Please **do not write executive summary** in the solution. Please bear in mind that a case solution with relevant images, charts and logical flow are always interesting to read.

5. Once again : DO NOT MISS IN TEXT/OUT TEXT REFERENCING in your solution and it should be PLAGIARISM FREE.

Marking criteria

Apart from some specific marking criteria provided in the case study documents, your case solution will also be marked on some standard marking criteria like

- Efforts in analyzing the case,
- Creativity of ideas and linking with existing theories,
- Command on written English and
- Adherence to above mentioned formatting standards

Important Dates

Date and Time of launch : 12 December 2014, 11:00 AM IST

Last date for submission : 21 December 2014, 12 Noon IST

Announcement of results : On or before 23 December 2014 5PM IST

Dispatch of Prizes : On or before 5 JAN 2015

-----**END OF GENERAL GUIDELINES**-----

CASE GUIDELINES (This is a case offered to Marketing students of MBA university in Australia)

You have been running a Perth-based enterprise (in the area of your choice) for 10 years and decided to establish an office in either Germany or Singapore. Using the concepts of Marketing determine which location is best for your enterprise and why. Compare and contrast how the German and Singapore business cultures differ from Perth and each other in your evaluation.

Marking Sheet

PART A: FUNCTIONAL: Shows the level of care you have taken to ensure your report is readable.	F	P	C	D	HD
The report is of a sound structure as defined in the in class Assignment Review					
The report is written in a formal, academic style (i.e. do not write 'chattily' and do not use contractions like 'don't', for example).					
The report used APA referencing system. <u>NOTE</u> : Wikipedia and other non-reviewed works are unacceptable for use in assignments.					
The report is devoid of typographical and grammatical errors – there is no excuse for mistakes like these, given that spell checkers and grammar-checkers are standard features of word processing packages these days.					
The report displays a very high standard of written and/or graphical analysis.					
PART B: CRITICAL AND ANALYTICAL: To obtain a Distinction or High Distinction mark you must excel in these areas.					
Empirical detail is effectively used to support the overall argument.					
The report critically evaluates controversies in the literature and the different interpretations of reality – a particularly good answer would draw on the work of the various commentators not necessarily referred to in the unit study material.					
The reader is left with a clear understanding of the critical thinking and thought processes of the author/authors of the report. Does the content entail original critical analysis at the level expected of an academic exercise?					
Does the review reflect an overall standard of writing and construction acceptable at a commercial level? Does the report possess the analytical requirements to be accepted					

at a commercial level?					
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F = Fail (<50); P = Pass (50-59); C = Credit (60-69); D = Distinction (70-79); HD = High Distinction (80-100):