Case Study Part 2

The following Course Outcome is assessed in the Unit 4 Assignment Case Project Part 2:

**GB518-2:** Integrate accounting information into the development of business strategies, decision-making, and management processes.

Part 2 of the continuing case, due in Unit 4, builds on the work completed in Unit 3. The title page, abstract, outline, and preliminary reference list completed in Unit 3 will be the foundation for the continued effort in Unit 4.

For Case Project Part 2, you are to complete an analysis of the “Continuing Problems” from your textbook.

The case project spans Unit 3, Unit 4, and Unit 5. For the case project, you are to complete a series of “Continuing Problems” from company progressive narratives in the textbook end-of-chapter resources in your textbook. Those continuing problems involve a series of business issues related to the Cookie Creations company.

1. The Full Case Study is due in Unit 4.
2. A PowerPoint presentation for the Case will be due in Unit 5.
3. The Case Project is developed over three units: 3, 4, & 5. The Case Project should be considered a single assignment, not three separate assignments. Therefore, do not overemphasize the score on any single component of the Case. The Case point distribution is as follows:

Part I (Due Unit 3) -The Initial formatting/outline = 25 Points

Part II (Due Unit 4) - The Full Paper (Analysis) = 100 Points

Part III (Due Unit 5) - The Case PowerPoint presentation =   75 Points

Total Case Assignment Points = 200 Points

1. The Textbook, Continuing Problem Assignment Instructions, Classroom/course Assignment instructions, etc. use several terms interchangeably. The following terms can be understood as referring to your Project or individual elements of the Project: Case Project, Case Study, Continuing Problem, Continuing Case, “CC,” “CCC.”
2. Much of the Case Project will be an exercise in developing your skill at following instructions. Therefore, be sure to ***read all Assignment instructions very carefully***.

**Very Important Initial Gentle Reminder:** If you do not understand plagiarism and how to avoid violating the rules of academic integrity, please review the tutorial in the classroom titled “Plagiarism.” It can be found under the Academic Tools tab. If you do not understand the rules for proper attribution of sources, please carefully review the information available in the Writing Center in the material related to “Using Sources.”

Part 2 of the Continuing Case, due in Unit 4, builds on the work completed in Unit 3. The title page, abstract, outline and preliminary reference list completed in Unit 3 will be the foundation for the Unit 4 Paper.

All of the feedback and guidance provided to you in your Unit 3 Case Assignment must be fully incorporated in the Unit 4 Paper. **Note:** None of the feedback is to be submitted in your Unit 4 Paper. It must be removed before you submit your Unit 4 Case Paper.

For the Case Part 2, you are to complete a series of “Continuing Problems” from your textbook. Those Continuing Problems involve a series of business issues related to the Cookie Creations company progressive narratives in the textbook end-of-chapter resources. This is the list of Continuing Problems you will complete:

**Textbook’s Continuing Problems:**

* CC 1 – p. 1–46 in the physical text.
* CC 2 – p. 2–43 in the physical text.
* CC 5 – p. 5–51 in the physical text.
* CC 7 – Part 1, **only**, p. 7–54 in the physical text.
* CC 8 – Requirement (a), **only**, p. 8–45 in the physical text.

Although not due in Part 1 or 2, the following additional Continuing Problem will be included in the Unit 5 Case Part 3 PowerPoint Assignment:

* CC 11– Part 1 (a), **only**, p. 11–52 in the physical text.

***ALL detailed Case Project Instructions and rubrics****are located in the Course Resources in the left navigation panel in the GB518 Classroom.*

You should preview the Unit 5 Assignment instructions.

The order of presentation **must** follow the grading rubric order.

**Important Notes:**

1. Use the APA template located in Course Resources as the format basis for your Unit 4 Assignment.
2. The final paper must be presented in a single Word document. The full paper due in Unit 4 must be between **7 and 10 properly formatted pages in length**, not including the title, abstract, and reference list pages. The paper must use proper *APA Publication Manual* 7th edition formatting, including title page, running head, abstract, and reference list with properly formatted citations in the body of the paper. Headings and subheadings are **required**.
3. Part 2 is a formal research **analysis**; do **not** present an “interview” format with questions and answers. You are a *research analyst* for the purposes of this assignment, not a “business consultant” to the case protagonist.
4. Do not simply provide “short-answer” responses; use a more formal approach in the communication style. If you do not understand the differences between formal and informal writing, please carefully review the guidance available in the Writing Center.
5. A properly formatted title page with running head and an abstract are **required**.
6. Do **not** include a table of contents.
7. Do **not** repeat or copy the Assignment question narratives. You should use abbreviated versions of the questions as headings and subheadings.
8. Anything that artificially increases the length of the paper but does not add value to the analysis, such as oversized type or additional line “points” in the paragraph format, will result in a reduced score.
9. Before submitting your Unit 4 Case Paper, submit it to the Writing Center for “Paper Review.”
10. For more specific information and guidance, please access the following resources available in the Writing Center:
    1. “Writing a Research Paper”
    2. “Introductions and Conclusions”
    3. “Plagiarism Prevention”
    4. “Formal Versus Informal Writing”
    5. “Critical Thinking and the Writing Process"
    6. “Using Sources”

After you have completed the Unit 4 Case Paper, upload your Word document to the Unit 4 Assignment Dropbox before 11:59 p.m. ET on Tuesday of Unit 4.

Use this format for your filename: YourLastName\_YourFirstName\_Unit#\_AssignmentName (For example: Smith\_Joan\_Unit4\_CasePart2).

Submit your completed Unit 4 Case Project Assignment Part 2 Word document to the Unit 4 Assignment Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

The detailed CC problem narratives are **not** fully included in the physical textbook. So, please review the detailed instructions for all of the CC problems in your Course Resources.

**Assignments submitted late will be subject to the Late Policy described in the Syllabus. In this instance, the Unit 4 Case paper may not be submitted after the end of Unit 5, unless specific, extenuating circumstances have been communicated with the professor.**

***Special Note:****You may only submit your Unit 4 Case Paper after the Unit 3 Case Assignment has been submitted and returned to you with feedback.*