

Case Study Part 3: Details and Rubric

Turn in Part 3 of the case study at the end of Unit 5.

The third and final part of the case study is due at the end of Unit 5. Part 2 of the Case Study is a PowerPoint presentation with voiceover recording. The [Voiceover](#) will be the narrative you would be presenting as if this were a live presentation. You will, in essence, be making a presentation to the Board of Directors of your organization.

Your Unit 4 - Part 2 of the Case Study will be the starting point for your PowerPoint presentation. But, the Presentation will include an ADDITIONAL segment not required in the Case Paper. If you have not submitted the Unit 4 - Case Study Part 2 assignment, you will not be eligible to submit the Unit 5 - Case Study Part 3.

Like the Unit 4- Case Study Part 2 - your PPT Presentation should:

- Be based on the Unit Reading and additional articles
- Begin with a brief review of the organization. Keep in mind that the members of the board may or may not have read the report you completed in Parts 1 of the Project. Even though this will be a brief presentation, it should include all essential information and data.
- Identify significant costs in your organization.
- Include a section devoted to Cost-Volume-Profit Analysis (CVP).
- Discuss budgeting considerations. Include the organization's budget process, the organization's budget variances and discuss management decisions related to budgeting.
- Present a balanced scorecard, incorporating all four of the organizational dimensions (financial, customer, internal business, and learning and growth).
- Create a "Strategy Map" for your organization.

NEW REQUIREMENT FOR THE PRESENTATION: Next, incorporate a discussion of "Global Interconnectedness" as it applies to your organization. Use the textbook and the additional article readings as a basis for analysis. For example, how do global economic pressures impact your organization? Are there any direct or indirect international competitors? If so, how is that competition managed? Discuss any heuristic implications or biases based on Global Interconnectedness.

Finally, end with a summary review (A formal "Conclusion" slide is required) of the performance evaluation. What are the key strengths and weaknesses of the organization? What changes would you recommend be made to the current organizational strategy?

Additional content could include: A discussion of any potential biases that could potentially impact the outcome of the decision-making process related to the continued success of the organization. The Power Point presentation should include 12 to 14 slides. The first slide must be a Title Slide, and the Final Slide must be your Reference List. The audio presentation (voiceover) should be 15 to 20 minutes long. In addition to recording the Voiceover, the text of your Voiceover must be written into the "Notes" section of each slide. Proper Grammar and spelling will be an important part of the assignment. So, be sure to perform a "Spell Check".

Important Note: One of the most important techniques to use in any PowerPoint presentation is to create clean, crisp slides that use a minimal number of "bullet points". If the slide is too cluttered, the presentation suffers. Therefore, the "Notes" section underneath each slide should be the place where all of the topics in that slide are thoroughly developed. Do not add the body of your presentation to the slides. Only incorporate the main "talking points", then use the Notes section to add all of the body, thereby creating a more professional and robust presentation.

After you have completed the case study, upload your PowerPoint presentation to the Unit 5 Case Study Dropbox before 11:59p.m. (ET), on Tuesday of Unit 5.

Name your assignment filename using this format:

LastName_FirstName_Unit#_AssignmentName. For example, this Assignment will be named:

Smith_Joan_Unit05_Assignment_CaseStudy2.

Assignments submitted late will be subject to the Late Policy described in your Syllabus.

The Unit 5 Assignment Rubric has been provided below. The rubrics are an integral part of all assignment instructions. Please review the rubric document for a complete understanding of how your assignments will be assessed. Doing so will help you successfully complete your assignments.

GB519 Unit 5 Assignment Grading Rubric			
Category/Description	Points Possible	Points Earned	Instructor Additional Comments (If necessary)
Part (1) Title & Reference slides.	3		
Part (2) Organization Introduction	3		
Part 3) Organizational Costs	3		
Part (4) CVP Analysis	3		
Part (5) Budget Issues	3		
Part (6) Balanced Scorecard	3		
Part (7) Strategy Map	3		
Part (8) Global Interconnectedness (New Content)			
• How do global economic pressures impact your organization?	6		
• Describe any direct or indirect international competitors.	6		
• How is that competition managed?	6		
• Relate how global interconnectedness affects the choice of 3 valuation methodologies in management decision-making process	6		

Part (9) Conclusion	3		
Part (10) 12 to 14 slides	2		
Part (11) Voice over = 15 to 20 minutes	10		
Subtotal	60		
Critical Thinking/Format/Grammar/Spelling	5		
Slides crisp – uses bullet points, uncluttered	5		
All text for Voice Over included in “Notes”	5		
Preliminary Final Score	75		
Deduction for Late Policy if applicable per syllabus	*		
Final Score	75		