

## **MI 703 Computer Information Systems Team Case Study Presentation**

Each team will be assigned to give a PowerPoint presentation to kick off the in-class analysis of one of the managerial cases. It is important that these presentations be of high quality: class time in a precious resource!

I strongly recommend that each team touch base with me (e.g., at office hours, after class, via email) at least a week before they are scheduled to present.

Your part of the presentation will last 20 minutes. You should take a dual approach to thinking about what to cover in a case analysis. One angle is to consider certain generic topics that are often covered in managerial case analyses in general. These include case background, key issues managers face, evaluation of managerial actions to date, options for future managerial action, recommendation, and take away lessons. A second angle is to consider the assigned study questions for that particular case (as they appear on the Preparation Sheet). A good presentation will meld the most pertinent of the generic topics, and an analysis of the most interesting/important study questions into a coherent presentation with a good logical flow.

In addition to study questions, the Preparation Sheet lists out what we will be treating as the **central issue** in the case. This is certainly not the only issue, or even necessarily the most important issue in some absolute sense. Rather, this is the one issue that I want to make sure we thoroughly analyze before the session is done.

I reserve the right to pick some point (or points) in your presentation in which I will ask you to pause your presentation while I ask a question or invite class participation in some way. Or, I may decide to hold all questions and discussions until the end. You are welcome to suggest to me a spot or spots where we might pause to invite class participation.

The overall structure of each case analysis will include four components, as follows:

- **Component 1** (less than 5 minutes): A brief intro to the topic of the case by me.
- **Component 2** (20 minutes): This will be the group case presentation.
- **Component 3** (40-60 minutes): I will lead the class through a general case analysis. How this goes will depend on the nature of the case, and on team presentation. But typically, we will “drill down” on particular issues or arguments emphasized by the team. I may ask what you think of these arguments. Do you agree or disagree? If you don’t agree, what alternatives are there? If you do agree, can you push the analysis even further? We may also flesh out areas that might have been omitted or covered only lightly by the team.
- **Component 4** (5-10 minutes): This will be a case wrap up from me.

### **Grading**

I will be grading primarily based on content, but style is important also. Your goal is to give an engaging presentation that holds audience interest! Here is the sort of performance that leads to different grade levels:

- **Full A (93+)**: An outstanding presentation that hits on all cylinders. In terms of style, presenters perform to the best of their abilities (smooth, clear explanations, good eye contact and good energy). Slides are attractive and clear, and really provide a value added. Pace is good and the team stays inside the time allotted. On content is the team is especially strong. They give a first rate analysis of the case. Their analysis has depth and

is well-reasoned. Excellent original insights are presented at many points in the presentation. Also, the team commits no major *faux pax*, like running way over, or going off on a major tangents, or missing central issues in the case.

- **A- (91-92):** An excellent presentation in terms of content and style, with only minor issues here and there.
- **A-/B+ (89.5-90.5):** A very good presentation in terms of content and style with some significant strong points, but a some areas for improvement also.
- **B+ (88-89):** An effective presentation that gives evidence of a conscientious effort by the team. May lack highly compelling insights, or may have some strong insights that are counter-balanced by problematic arguments or recommendations. May have a few presentation style issues.
- **B (85-87):** The presentation is bit thin on compelling original insights and analysis, and may have major omissions, or questionable arguments or conclusions. May be weak on presentation style.
- **84 or lower:** The team did not put forth a full effort and gave an ineffective presentation.

Here are some notes and pointers for your case analysis presentations. Many of these are fairly general, and serve as good guidelines for any student presentation.

- 1) These are case **analysis** presentations. Therefore, you need to make sure you have a high ratio of analysis to description in your presentation. Description focuses on "what is". Analysis focuses on "why I'm drawing your attention here, what it means, why it matters, what's the point" and also focuses on value judgments and comparisons: "how is this different", "is this good", "how can it be better". On (almost) every slide you should be asking questions like: "Why is this here? What is being analyzed here? What are our team's original insights here? What would a student that has carefully studied the case know now that they didn't before? What's the value added on this slide?"
- 2) Since we have all read the case, background should be very quick, with an emphasis on reminding us of case facts that are particularly relevant to your subsequent analysis. No more than 2 minutes should be given to this. Also, consider introducing case facts in a "just in time" fashion as you enter the portion of your analysis in which those case facts are relevant, rather than having a separate description of "what they did".
- 3) Presenting teams **must** email me their slides **no later noon** of the day they are presenting. The reason why is I need to have some idea of where your analysis is going so I can adjust my case analysis plan to best complement your analysis. Also, this way I can load them on my machine in advance, and run off copies for the students to refer to. (Unless there is some good reason not to, teams will run their presentation off my laptop). After class, I will be posting your slides to the MyFiles area so they are available electronically to the class.
- 4) It is important for team members to be well prepared. You must get your points across crisply and clearly. Also you should be practiced enough to not have to rely heavily on note cards or the screen (except for quick occasional glances).
- 5) You need to practice enough to be assured you can finish in the allotted 20 minutes. Delays introduced by me don't count towards your 20 minutes. Generally speaking, about 15 slides are about the max for a 20 minute presentation. Avoid the urge to "speed talk" in order to cram too much into a 20 minute talk. You do **not** need to cover "everything". You need to have 20 minutes of coherent, interesting material that addresses the most important issues in the case. Part of what I am grading you on is your ability to identify the most important parts.
- 6) Doing a timed run through as a team is recommended. If that is not possible, I encourage you to give each person a strict time budget, and obtain a promise from them they will do a timed run through of their own part to ensure conformance to the budget.