

Case Analysis Coach

IDEAL FOR STUDENTS NEW TO
LEARNING WITH CASES



Online, self-paced
tutorial

Prepares students to
analyze, discuss, and
write about cases

Requires interpretation
of both qualitative and
quantitative data

“Highly recommended ... A very helpful guide for first-year MBA students on how to learn from cases.”

REVIEW FROM HARVARD BUSINESS PUBLISHING FOR EDUCATORS WEB SITE

Many students find that analyzing a case for the first time can be daunting. The Case Analysis Coach is a self-paced tutorial that offers an introduction to the concepts required to analyze and interpret business case studies. It is ideally assigned as students prepare to analyze a case for the first time.

Delivered entirely online, the Case Analysis Coach shows students how to quickly establish an understanding of a case. Short examples from cases in various disciplines illustrate multiple types of case situations. The tutorial’s framework and process will prepare students for multiple case analysis situations, including written reports, formal presentations, “cold calls” during classroom discussion, and final exams.

The Case Analysis Coach concludes with an optional in-depth exercise in which students apply the analysis framework to an included General Management case. The tutorial requires students to interpret both qualitative and quantitative data and develop short- and long-term action recommendations. It also includes a Case Analysis Worksheet that students can use repeatedly to analyze actual cases assigned for coursework.

Any current or prospective MBA or executive education student should experience this program.

APPROXIMATE SEAT TIME

30-120 minutes, depending
on depth of analysis desired

English, web-based HTML

#4380

CONTINUED ON REVERSE

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INTRODUCTION TO CASE ANALYSIS

- **Types of Cases**
Decision, Problem, Evaluation Case Definitions, and Examples
- **Working with Cases**
- **Learning from Case Analysis**
- **Assignment Questions**
Print an Example
- **One Approach to Case Analysis**

GETTING ORIENTED

- **Case Analysis Overview**
- **Your First Pass**
Print a Reusable Worksheet to Gather Your Thoughts
- **Defining the Problem**
Tip—How to Craft a Problem Statement

IDENTIFYING PROBLEMS

- **Reading the Case Carefully**
- **Bringing In Outside Concepts**
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- **Revisiting Your Problem Statement**

PERFORMING ANALYSES

- **Applying Judgment**
- **Analysis Types**
Qualitative Analysis—Examples Shown in Case
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- **Identifying Useful Data**
How to Craft a Timeline
- **Matching Frameworks to Data**
- **Revisiting, Refining, and Reflecting**
- **Knowing When to Stop**
Expert Tips/Guidance Provided

ACTION PLANNING

- **An Approach for Action Planning**
Action Plan Example Provided
- **Decision Alternatives**
- **Firming Up Recommendations**
- **Revisiting, Refining, and Reflecting**
- **Other Cases and Case Analyses**

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Premium Educators registered at hbsp.harvard.edu can see a free trial of the Case Analysis Coach.

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MORE REVIEWS FROM HARVARD BUSINESS PUBLISHING FOR EDUCATORS WEB SITE

“A detailed tutorial for students, with many resources and tips.”

“Takes you step by step so that you never feel lost.”

“An excellent overview of the critical thinking process necessary in a business case study.”