

ENGLISH Courses in Logistics

Case Study Assignment Details

Purpose of the assignment

This assignment gives students the opportunity to synthesize and apply the concepts learned in this and previous coursework to analyze a real-world scenario. This scenario will illustrate through example the practical importance and implications of various roles and functions of Logistics, as well as the steps of strategic planning in Supply Chain Management. The analytical approach to main concepts will improve students' understanding and ability to think critically about processes involved in Supply Chain, and will strengthen their problem-solving skills. As a result of this assignment, students will be better able to understand, analyze and diagnose issues and strategies related to Supply Chain Management.

SUBSTANCE OF THE ANALYSIS

Content

It is important to remember that the purpose of the case study analysis is to **analyze** and **evaluate** the strategic process evidenced in the case. This means that you will be constructing an argument about whether, and in what ways, the strategy described was or was not effective. Do **NOT** simply describe the case. Limit descriptions to the summary section and the minimum information necessary to support your argument. Specific details will vary according to the case being analyzed.

In general, however, your analysis should include the following:

1. **ABSTRACT.** Briefly summarize the situation described in the case (no more than one paragraph).
2. **MAIN ANALYSIS - Expected Main issues in the case study:** Identify and discuss critically 1-2 main issues reported in the case study related to at least one of the following sectors of Supply Chain: **Transportation, Warehousing, Material Handling, Packaging & Inventory Management.**
3. **Provide Logistical Solutions:** You are expected to provide logistical solutions to ONE of the Problem areas supported by proper justifications.
4. **Research.** Support your essay with relevant research data. What **type of research** will you carry out? (e.g., primary, secondary, qualitative, quantitative, etc.), and why? Which **research methods** (e.g., surveys, focus groups, content analysis, etc.) will you use, and why? What **stakeholder groups** are you going to identify?
5. **Objectives.** What objectives were formulated for the operation of the Supply Chain in the case? In this section, include **impact objectives**—informational, attitudinal, and behavioral as applicable as well as **Process (output) objectives -Conclusions.** Were these objectives appropriate to the situation? Why or why not? Make recommendations for improved action and justify your views.

Format and style

Case study analyses must be typed and double-spaced, with 1" margins on all sides, and otherwise prepared according to Harvard style requirements. **A cover sheet is necessary.** They must be **no less than 3 and no more than 6 pages** in length. The student's name should appear in the header at the top of each page. All pages should be numbered. Any reference materials used beyond the textbook must be cited appropriately **according to HARVARD guidelines** [http://www.staffs.ac.uk/assets/harvard_quick_guide_tcm44-47797.pdf]. Only cite your textbook if you are using direct quotes; however, it is preferable to synthesize in your own words. **Do NOT repeat sentences or phrases from the case description in the book, as this counts as plagiarism.**

Presentation is important in any professional setting, and will be considered in your grade (see below). Case study analyses should be written in essay format and present a coherent argument. You may use headers to identify the main sections of your analysis, but the case study should not be written as a numbered list or set of bullet points.

Papers must be **submitted in hard copies** by the deadline stated at the end of this Guide.

Grading and points

The case study analysis will be graded based on:

- thoroughness and conciseness of descriptions
- comprehensiveness of analysis;
- evidence of clear understanding of Supply Chain principles and issues, strategy development, and other concepts addressed in the course, and the ability to apply them to the scenario in question;
- critical thinking skills;
- clarity of writing, proper grammar, spelling and punctuation, as well as adherence to Harvard style guidelines.

The length of this assignment should be up to 2,000 words. The case study analysis will be worth **up to 40%** of your total grade for the semester.

SUBMISSION DEADLINE:

This assignment is expected to be handed in **no later than 22 of January 2013, 14:00 hrs.**