

Business Ethics - Mini Case Preparation
Library Instruction Session

Starting points for case analysis:

- Procure case
- Identify central problem and ethical issues
- Identify key people
- Identify stakeholders

Key takeaways from the library session:

- Familiarity with the case method
- Locate/print/save the firm's *Annual Report* (or other financials)
- Locate/print/save the firm's *CSR* or *Sustainability Report*
- Locate/print/save relevant articles from mainstream media and/or trade publications that discuss recent news about your company/organization
- **Each case has evolved (with pros/cons) since their original publication**; identify salient updates, current news reports, and meaningful outcomes or takeaways that will add value to your report

Work with your Pod members to:

- Understand and vet the case
- Locate articles about the company/industry/key people related to the organization (from the media, corporate reporting, and business literature)
- Prepare your review, analyses, and form reactions/recommendations
- Prepare to lead the class in a discussion of your case (no PPs, CA casual from your seat)
- Rehearse your presentation

Harvard Business School case method:

- ✓ Determine the big picture
- ✓ Examine data and look for issues/questions (explicit/tacit)
- ✓ Re-read carefully, underlining facts and assumptions
- ✓ Put yourself into each role, then assume a management position (i.e., the challenges are now YOUR problems)
- ✓ Identify key problems, then go through case again, sorting relevant considerations for each issue
- ✓ Prepare analysis
- ✓ Develop recommendations, supported by analysis of case data (within the case and external materials)

Syllabus questions:

Finalize your case research and prepare your Pod presentation:

1. Vet the organization and their focus on business ethics. What are their strengths/weaknesses? Share what references and sources you used to determine your answers.
2. Articulate the ethical issues in this case. You have been appointed Chief Ethics Officer of this organization. What will be your next steps as the leader responsible for responding to these issues, and ensuring the organization's ethical strength?
3. How does the case relate to you? Would you want to work for this firm? Why or why not?
4. Do you care about what the firm is doing --or not doing? Why or why not? What are the implications to society?
5. Compare and contrast this firm applying both shareholder and stakeholder concerns. Describe your observations.
6. Given cases were written "pre-Covid," provide an update. What has evolved with this organization and/or industry to date? What key takeaways from the case remain relevant?