
MNGT 552 Case Studies Syllabus

Summer 2022 (202150)

**** This is a sample syllabus and is subject to change. ****

Instructor Details

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Office Hours: Monday 6P or by appointment

Preferred Method of Communication: TEAMS, email

Course Overview

Case studies in business will explore major case work as it relate to using data to make high-level business decisions. Course will explore data-decision making level in all areas of the business. Conduct Board-level discussions on topics.

Course Objectives

Upon completion of the course students should be able to

1. Apply concepts learned in major to business analytics problem.
2. Demonstrate competence in understanding major business issues.
3. Communicate real-world solution(s) to a broad audience.
4. Demonstrate ability to discuss alternative solutions and explain why a chosen solution is the best solution available

Course Materials

Winston, Wayne. (2014). *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*. Wiley.

Prerequisites

- Graduate Standing or permission

Course Assessments

Assessment Type	Points
Self-Assessments	250
Discussion Boards	100
Homework	150
Total	500

Notes:

- Points and assignments are subject to change at the discretion of the faculty member.
- See the LMS for assessment requirements, due dates, and additional assessment details.

Additional Course Details (Class Process, Expectations, Grading, Policies, etc.)

Course grades are determined as follows: $\frac{\text{Total Points Earned}}{\text{Total Points Possible}} = \text{Course \%}$

Letter grades will be assigned according to the following criteria (no curve):

A	A-	B+	B	B-	C+	C	F
93-100	90 - 92	87 - 89	83 - 86	80 - 82	77 - 79	73 - 76	< 60

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