

Guidelines for written answers to questions about cases

Each student should submit written answers to preparation questions about one case (to be assigned in the beginning of the semester). Please focus on answering specific questions – your thoughts or information not directly related to these questions may entertain the grader but would not bring you extra points.

The following criteria will be used in evaluating your answers. Your answer should demonstrate that you...

- understand critical issues in a given business situation
- correctly apply concepts and analytic frameworks covered in the course
- justify your argument using logics and relevant information from the case
- have developed your personal critical assessment of the business situation
- present your answers professionally using appropriate style, grammar, format, citations, etc.

Your answers should be clear and concise. The length of your answers to all the questions should not exceed 3 pages. Please use Times New Romans 12 or another font of similar size and 2–2.5 cm page margins. Please go straight to the point and avoid including material that is not essential for answering the questions.

All answers should be justified. If there are multiple reasons for a certain decision, you should state them all and indicate which ones are most crucial and which ones are secondary. You can quote specific passages from the case, but please keep your quotations short. Instead of using longer quotations, you can just indicate page numbers with the relevant information from the case.

You are encouraged to use concepts and analytic frameworks when appropriate. If you use concepts from the course, there is no need to provide definitions or to explain their meaning; focus on demonstrating that you can apply these concepts, ideas, and analytic frameworks correctly.

If you want to go an extra mile and look for more information about a company described in the case, that's fine even though it is not a requirement. If you do use any other sources besides the case itself, make sure to provide references to these sources.