

### **Guidelines for your Case Study assignments**

For each case study assignment, students are expected to come up with a research topic relevant to the industry assigned for each week. **It is possible that one of your topics is the same as your own business plan. It is also possible that other topics are something that is useful for your business plan (this gives you an opportunity receive feedbacks). So, if you would like to change your case study topics, please let us know.**

To present your work, each group should prepare a PowerPoint presentation. Each presentation should take about 30 minutes.

For other students who are not in the presenting group, your role is to ask questions and give suggestions to your friends as you see appropriate. The questions/answers/feedbacks part will take about 30 minutes after each presentation.

#### **The objectives of the case study assignments**

1. Students are able to ask relevant economic/business questions regarding the real-world phenomena. Alternatively, students are able to form relevant economic/business arguments regarding the real-world phenomena.
2. Students are able to conduct research (self-study) in order to gain a better understanding of the issue.
3. Students are able to apply economic/marketing/finance tools in order to answer their questions.
4. Students can effectively present their entire self-study procedure, starting from forming a question(s)/argument(s), researching for relevant information, analyzing information and coming up with a conclusion.
5. Students are able to contribute constructive arguments to other groups' presentations

#### **Suggested action plan (suppose a group gets to present something related to the health care industry)**

Stage 1 : Brain storm (to choose topic & pick the research direction)

Prior to the brain storm session, each group member should do some research/reading in order to gain a feel of what are the relevant issues in the health care industry. This research can easily be done online. After each member has done their individual research, the group ,then, meet. In the brain storm session, group members choose a question(s)/argument(s) to present. Some possible questions/arguments for the health care industry are

- Is it suitable for Thailand to become an international medical hub?

## Stage 2 : Background research

After having chosen a topic, group members research for background information regarding the international medical hub issue. At this stage, they should at least be able to answer the following questions

- What is an international medical hub?

*Then use the Structure-Conduct-Performance (SCP) framework to analyze the current situation*

- What is the market structure of the international medical hub industry? What are the countries that are also acting like a medical hub nowadays? (Singapore, India, etc.) Is there any dominant player? Is there is barrier to entry? Is the industry subject to government regulation? Who are the customers? etc.
- How do firms in this industry compete? (firms' conducts) What are the competition strategies? What are the marketing strategies? etc. etc.
- How do firms perform? If the firm is listed in the stock market, you can easily gather the performance information from their annual reports, balance sheets and their stock price.

*After having gathered relevant background information, you may now try to answer your question(s) or solve your problem(s) (this may be done through several research approaches, including interviews, etc. Listed here are just my suggestions.)*

- Search for articles/news that write about your topic. Decide whether you agree with those articles/news. For example, if you found an article which argues that Thailand should not become an international medical hub because we are short of medical personnel. Moreover, the tuition fees of Thai medical school students are subsidized by the government (taxpayers' money). Then, your group should decide whether to agree with this article and explain why.
- You can certainly adopt existing frameworks such as 4P, SWOT and Porter's Five Forces to analyze your information. You need not use all of the frameworks you know. Just choose the one(s) that you think is(are) suitable given your situation.

### **Evaluation Criteria**

Ability to form relevant questions/arguments (feel free to consult the instructors regarding your specific topics)	5%
Ability to find sufficient and relevant background information	30%
Ability to analyze information to answer your questions or to solve your problems	35%
Ability to deliver effective, convincing and clear presentation	15%
Ability to ask questions and contribute to other groups' presentations	15%

**\*\* It is highly recommended that you inform the instructors your specific topic(s) as soon as you have decided!**

**\*\* If you would like to change your industry (as long as it is under the same “theme”), please inform the instructors.**

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**Case Study Presentation Schedule**

Date	Theme	Presentation 1	Presentation 2	Presentation 3
20-Feb	Manufacturing	Automobile(1)*	Electronics(3)	Food(4)
27-Feb	Midterm week - No Class			
6-Mar	Service	Hotel(2)	Event Organiser(5)	Wedding Planer(6)
13-Mar	Financial	Personal Banking(5)	Security Broker(2)	Insurance(6)
20-Mar	Retail	Community Mall(3)	Furniture, Home Décor(6)	Online Shopping(1)
27-Mar	International Business	Google(4)	IBM(1)	IKEA(5)
3-Apr	Regulated Industry	Telecom(2)	Petrol(4)	Express Way(3)

\*Industry (group)