GMS 630: CASE EXPERIENCES Course Outline

Semester: Fall

Professor: Dr. Dale Carl

Course Website: my.ryerson.ca (D2L course website)

E-mail: decarl@ryerson.ca

Grades will be posted on D2L

Course Description

The purpose of this "Case Experiences" elective/professionally-related course is to develop the most demanding core competencies, focusing on critical thinking, detailed analysis from different perspectives using current data, presentation skills and team work, for solving complex business cases that extend knowledge and skills beyond material covered in most other Business Management courses.

"Case Experiences" is an exciting and unique course that combines students from all programs in TRSM. It responds to the growing use of business cases in learning, in opportunity identification and problem solving in business, and to the use of business cases in corporate hiring interviews. The course teaches how to systematically analyze complex and intricate issues presented by real world cases and best practices for solution presentations. The cases embody a wide range of issues, potentially including business strategy, HR and organizational governance, ethical leadership, entrepreneurship, not-for-profit organizations, marketing, retail, sales, IT, public relations, and hospitality & tourism.

Course Overview

Students will first learn case analysis and presentation frameworks, with a focus on working in teams of 5 colleagues. Each team will be given two cases to analyze and present during the first month of classes. Cases will be given out two weeks in advance. Faculty and business professional mentors will guide the students in their case analysis and presentation slides, and they will serve as judges for the case presentations. They will provide important feedback to each team and each individual after each case presentation.

Subsequently, another case presentation will allow students to present to their own department, which will focus on the students' major and the opportunity to work with their classmates. You will have a faculty mentor from your department, and several faculty members will judge your presentation.

In addition to the team requirements, students will be assessed on individual submissions, comprising a self-reflection of your personal journey and an assessment of your team's strengths and weaknesses. These will be confidential and they will compel you to analyze what you learned during the process.

Teaching Method

This will be a dynamic and hands-on learning experience for the students. The instructor and mentors will be a mixture of faculty, led by Dale Carl, members from TRSM's Leadership Centre, and business professional mentors.

Grading rubrics will be provided for each case presentation and the individual assignments.

Restricted Course

This course is only for Top 200 students. Students will be assigned to teams by the Leadership Centre, depending on student enrollment.   Teams will be a mixture of students from the various Departments/Schools in TRSM so that students learn how to work with people from diverse backgrounds, both cultural and academic, because this is critical in Canada's work environment, but also in our classes.

Virtual Course

This course will be conducted virtually because we need approximately 40 external advisers/mentors to work with up to 16 teams. There is not sufficient capacity in TRSM to host that many presentations on the same day. In addition, most of the Top 200 students are enrolled in co-op programs, which would make in-person presentations impossible.

Course Materials

There is no textbook for this course. All course materials will be posted on D2L.

Evaluation

Assignment	Session	Individual/Group	% of Grade
Case 1	2	Group	15
Case 2	4	Group	15
Department Case	Fall term presentation to Department	Individual	30
Team Analysis Paper	October	Individual	30
Self-reflective Journey	November	Individual	10

Important Resources Available at Ryerson

● The Library provides research workshops and individual assistance. If the University is open, there is a Research Help desk on the second floor of the library, or go to Workshops.

● Student Learning Support offers group-based and individual help with writing, math, study skills, and transition support, as well as resources and checklists to support students as online learners.

Plagiarism Detection

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool to assist instructors in determining the similarity between students' work and the work of other students who have submitted papers to the site (at any university), internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternate arrangements.

Ryerson Mental Health and Wellbeing

If support is needed immediately, you can access these outside resources at anytime:

▪ Distress Line — 24/7 line for if you are in crisis, feeling suicidal or in need of emotional support (phone: 416–408–4357)

▪ Good2Talk- 24/7 hour line for postsecondary students (phone: 1-866-925-545