

***Use of case study to be built by students
through study, research and discussion.***

**Author: Dr. Theodoro Peters
Associate Professor**

tpeters@fei.edu.br

**FEI – Centro Universitario
B.A. Course
Graduation and Undergraduation
Sao Paulo, Brazil**

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1. THE CONTEXT

This essay tries to discuss ways to improve classroom attractiveness.

An exercise is proposed to be done by undergraduation students through internet, consisting of search for data and discussion.

This exercise may be the form to present the course, structured on its main concepts.

2. QUESTIONS

Two questions related to undergraduation courses :

What drives a course attractiveness for students? **to know**

What is important to create attractiveness in a course? **to act**

3. ASSUMPTIONS

a. Antecedents of attitudes

Based on designer attitudes:

- ***Multidimensional meanings***
- ***Creating, bringing to life***
- ***Embracing discontinuity and open-endedness***
- ***Engaging poly sensorial aesthetics***
- ***Engaging personal and commercial empathy.***

Through skills, attitudes and behaviors.

b. Agents: individuals and tutors

Based on polyphonic classroom, where:

- relations are constructed and negotiated***
- occurs a process of creation, interplayed,***
- always in dialogue complex and contradictory***
- in an embodied, improvised performance,***
- the roles of tutor and student are exchanged, usurped and relinquished.***

c. Use of internet as a common tool nowadays.

4. ACTIVITY PROPOSED

Given these observations it is proposed an exercise consisting of a case study to be developed by students to use interaction and search for data.

To involve them in the learning process of a case building which achieves interest and clear structure the more the course advances.

It is an example to be adapted depending on the course, materials, students and teachers.

It is a route to an exercise to be done by students supported by a text book (classes), at the end five companies are mentioned as cases to reinforce text comprehension as examples to be developed in order to show specificities, strengths and shortages, it shall starts with general data and some questions driving to key concepts.

In the next slides, the example to start structuring this activity.

Case Development

***Orientation:
student may use examples, seek for
operations managers Interviews and
statements, evolve to a Project by interested
students, raising research questions.***

It starts with an assignment:

***Examine the cases of Operations
Management Strategies through the sites of
these 5 companies listed ahead,***

Try to obtain data in order to make a description of each business operations

and to specify:

- characteristics,***
- focus,***
- scope,***
- what could be essential to their value chain and main processes***

- in their original country and in one affiliate country, for instance Brazil***

1st. Wal-Mart link:

**<http://www.walmartstores.com/aboutus>
(also /suppliers /logistics)**

Data to be obtained:

- **industry (nature, size),**
- **mission,**
- **suppliers,**
- **main processes (manufacture, operation specialty, service)**
- **value chain**
- **differentiation**
- **operation key factor/critical processes**
- **the client**
- **comments/remarks.**

2nd. Procter & Gamble link:
**<http://www.pg.com/company> (also
/products)**

3rd. Magazine Luiza link:
<http://www.magazineluiza.com.br/quemsomos>
***os* (site in portuguese language)**

4th. Scania Trucks and Buses link:
<http://www.scania.com>

5th. VW Trucks and Buses link:
<http://www.vwbr.com.br/VW>
Brasil/Historia/Caminhoes-e-Onibus

Case Development - Comments to the Teacher

Many relations can be made inside the same industry, like retailing, trucks and buses, and also among different industries/companies.

Professor shall emphasize the key concepts, students shall be invited to search specified sites of companies from different industries – at least two companies from each industry – to probe for these eight key concepts, and 1. search, 2. analyze, and 3. compare.

Case Development - Comments to the Teacher

In addition, students could build a case about companies operation strategy,

using interviews with people involved in key positions inside these operations,

with a guide discussed between teacher and students,

considering time available and objectives for learning and research.

Case Development - Comments to the Teacher

To go farther we may analyze adding to this exercise other medias and electronic tools,

like second life,

as well as wikis and blogs,

related to those companies and their industries as sources of data for students to search.

Thanks.