

## 15.220 International Management: Guidelines for case write-ups:

### What:

- As stated in the syllabus, 2 case write-ups are required. Each one will be worth 15% of the final grade.
- You can choose two of the following cases:
  - First memo: either the Shimano case or the Acer case
  - Second memo: either Daimler-Chrysler case or PDVSA
- Write-ups shouldn't be longer than 5 pages (double space)
- Address one of the discussion questions identified on the syllabus or a question of your own choosing that relates to the topic of that session.

### How:

- As a rule of thumb the structure of the paper should contain the following sections:
  - Issue identification. Make it clear to the reader what issue you are addressing, and explain why you think it is important. This will be a longer task if you have identified your own question, rather than addressing one of the questions from the syllabus, but even then you should spend no more than a page on it.
  - Framework choice. Identify the most appropriate framework(s) to analyze the issue you want to address, and apply it to the question/issue to produce your analysis.. (no more than 2 pages)
  - Implications/Use: Explain the implications of your analysis. (no more than 2 pages)
- Common “mistakes” to avoid:
  - “Re-writing” the case
  - Descriptive and/or de-contextualized use of the frameworks.
- Please **upload your write-up to the “Homework” section in 15.220 File Storage on the class server.** The name of the file you upload should be your last name followed by the name of the case. (For example: **Westney-Shimano.doc**)

### When:

Memos will only be accepted if uploaded before the case is discussed in class.

	<b>Cases</b>	<b>Deadline</b>	<b>Expected feedback</b>
First case	Shimano Or Acer	April 17 <sup>th</sup> before class  April 24 <sup>th</sup> before class	Before May 1 <sup>st</sup>
Second case	Daimler-Chrysler Or PDVSA	May 6 <sup>th</sup> before class  May 8 <sup>th</sup> before class	Before final exam

This is an exercise about critical thinking, developing an analysis, and making a clear case for your conclusions rather than about right or wrong answers.