

# Instruction for the case analysis hand-ins

## Corporate Strategy 2023

The case analysis should be approximately 500 words each. In order to get assessment units for your analysis, it must be handed in on time, and you must participate during the case session. Late hand-ins will not be accepted. Also, the hand-in needs to be of sufficient quality (see suggestions below).

**Suggestions for writing up a case analysis** (as there are so many different ways of analyzing the cases, particularly so provided the vague and open questions that I have opted to pose for the first two cases):

1. Do not retell the case too much. Instead, use the space available to analyze the events in the case in relation to the readings.
2. Select a focus. You have a limited amount of words to spend on writing up your analysis to my rather vague questions. Use the space available carefully, get to the point quickly, select a focus and stick with it. Don't try to cover everything in your answer. This is not possible. Analytical depth is preferred over wide coverage.
3. Try to anchor your arguments in the literature. Use relevant concepts as a point of departure for your analysis. Put differently, engage with the readings/core material and de facto use key concepts to answer the question at hand.

### **A stronger answer:**

- Makes use of selected aspects of the literature in depth (shows familiarity with content).
- References to specific reasoning in the literature which are used to explain and understand the case and the postulated question.
- Connects the case with more abstract themes discussed in the readings.

### **A weaker answer:**

- Reiterates the case.
- Makes use of generic arguments that are not helpful for answering the question.
- Does not 'really' answer the question.
- Weak connection between the case and the readings → no real analysis and evaluation of the case relative to more abstract reasoning.

*All submissions should contain and follow the following declaration:*

*By completing my submission with this declaration enclosed, I confirm that this assignment is my own work, is not copied from the work (published or unpublished) of any other person, and has not previously been submitted for assessment either at Uppsala University, or another educational establishment. Any direct or indirect uses of material (e.g.: text, visuals, ideas...) from other sources have been fully acknowledged and cited according to the conventions of the Harvard Referencing System.*

# Questions assigned for the different case sessions:

## **Session 5 (hand-in due January 20, 09:00): Cola Wars Continue: Coke and Pepsi in 2010.**

- Why, historically, has the soft drink industry been so profitable?

*Learning objective: Apply industry analysis and connect it to resource-based thinking.*

## **Session 9 (hand-in due January 27, 09:00): Levendary Café: The China Challenge.**

- What is your evaluation of the way Levendary Café has entered the Chinese market?

*Learning objective: To think about global strategic challenges and what makes an actor successful within a product-specific industry.*

## **Session 10 (hand-in due January 31, 09:00): AMC Networks.**

- AMCN is a vertically integrated media company. What are the pros and cons of vertically integrating in the content production industry?

*Learning objective: Apply and deepen our knowledge about vertical integration.*

## **Session 14 (hand-in due February 6, 09:00): Alphabet Eyes New Frontiers**

- Why does Alphabet own widely different subsidiaries under the same corporate structure? What are the benefits of this choice? And the costs?

*Learning objective: Apply and think about firm scope related to resource fit and value creation.*

## **Session 15 (hand-in due February 8, 09:00): The Walt Disney Company and Pixar Inc.: To Acquire or not to Acquire?**

- Which is greater: the value of Pixar and Disney in an exclusive relationship, or the sum of the value that each could create if they operated independently of one another or were allowed to form relationships with other companies? Why?

*Learning objective: Apply and think about firm scope in terms of vertical integration, synergies, and M&A's.*

## **Session 17 (hand-in due February 10, 09:00): The Wright Brothers and Their Flying Machines.**

- How would you describe and analyze the process of technological discovery?

*Learning objective: Think about different ways of creating and protecting value in the context of innovation.*