

## Points

### Comprehensive Guidelines for the EM701 Case Study (Option 1)

The EM701: Option 1 Case Study is completed during the student's final semester of the Master's program under the guidance of a Committee Chair (ETM faculty) and two ETM faculty committee members, and includes the analysis of a set of five case studies followed by a final in-depth case study analysis comprised of an executive summary and an oral presentation (normally presented via Blackboard Collaborate). Students will select one of the five previous case studies for the executive summary and oral presentation. Specific deadlines are posted within the Blackboard Learn EM701 course site for each semester in which students enroll to complete the course requirements for the EM701 capstone. General EM701 case study mechanics, deliverables, milestones and timelines, and grading guidelines are covered in this document.

The case studies for EM701 Option 1 are selected across the six core areas of the ETM Masters; however, each case study presents a situation that spans multiple areas of engineering management. The case studies are selected to provide the student the opportunity to demonstrate the breadth and depth of knowledge gained during the Engineering and Technology Management (ETM) Master's program. Students integrate skills from several different classes and extend their learning as they explore each case study in depth, summarize the case study, respond to questions about the case study, and provide additional insight and recommendations from their personal experience from their work environment or the broader community. It is important, however, that the student excludes any work related proprietary information from the analysis.

The intent of the case study analysis is to encourage the student to gain a mature understanding of the situation, ponder the problem, and consider various approaches and solutions and their implications over one semester. Student should relate the case study context to problems of importance in their workplace or community and provide related examples of lessons learned.

Option 1 Case Study course deliverables are a set of five case study analyses with due dates separated by one week. See case study due dates at EM701 Blackboard Home Page. **Make sure you answer ALL questions at the end of each case study.** Students receive feedback from the faculty responsible for the core area pertaining to each of the five case studies.

#### Weekly Case Studies

Each week a case study is provided for which an analysis will be conducted, and a set of questions answered.

#### Executive Summary and Oral Presentation

Students are advised to select one of the five previously completed cases studies for which they have taken course(s) in and have also a breadth and depth of experience and proficiency on the topic allowing for a thorough analysis and more detailed discussion. The discussion should be extended with reviews of relevant literature, research and exploration of tools and methods used, in-depth discussion of your assessment, insights, recommendations, and implications to the work environment, the Engineering Management field, and/or the broader community. The student's selected case is summarized in a written executive summary and provided in a concise oral presentation. Students complete the executive summary and final oral presentation deliverables by their due dates which fall about midway through the final semester. See the remaining sections for more detail in each area.

### **EM701: Option 1 Case Study Mechanics**

#### **A. Enroll in EM701: Option 1 Case Study (one semester for 3 credits)**

Enrollees complete all deliverables in the final semester (3 credits) of the Master's program.

#### **B. Complete Five Case Study Analyses**

The EM701 instructor provides a total of five case studies covering the six core areas of the program as listed below:

- Managing Organizations and People / Managing Projects
- Managing Financial Resources
- Managing with Analytical Methods
- Managing Variability
- Managing Strategy

Students complete five case studies involving written case study analyses using the guidance provided. Each case study analysis includes three parts: a concise relevant summary of the case study, responses to every applicable\* question about the case study, and additional insight and recommendations from the students' personal experience from the work environment or the broader community. Students post their completed case study analyses, one per week, in weeks two through five of the semester.

#### **C. Complete the Executive Summary and Oral Presentation**

Students perform a more in-depth analysis on the case study that they have selected for their final EM701 deliverables: *the executive summary and oral presentation*. The analysis should still address all three components of the case study analysis: a concise relevant summary of the case study, responses to every applicable\* question about the case study, and additional insight and recommendations from the students' personal experience from the work environment or the broader community. However, students should perform a more complete in-depth analysis, synthesizing concepts across their Master's program and demonstrating mastery of engineering

management. Students submit a several page Executive Summary that summarizes the purpose, goals, approach, findings, and synthesis of the more in-depth case study analysis, prior to the student's scheduled oral presentation. Students prepare a presentation which they present in a 20-minute (hard limit) timeslot to the ETM faculty team, followed by questions from faculty, a private committee deliberation (while students wait in a break room), and a final meeting on the presentation outcome. These activities are completed about midway through the final semester of EM701.

\*Some questions depend on which courses were completed; if a student transferred in a course for a particular core area, they have the option to choose which course specific question set they respond to.

## EM701: Option 1 Case Study Deliverables

### Five Case Study Analyses\*\*

Students complete each of the weekly scheduled case studies for written case study analyses using the guidance provided. The case study analyses consist of three parts. Students are required to:

- Part I: Write a case synopsis. This is a concise relevant summary of the case study.
- Part II: Discuss and answer the questions from the case submitted as numbered Q&A.
- Part III: Provide a student opinion of the case study.

Students post their completed case study analyses, one per week, in weeks two through five of the semester.

### Final Semester Executive Summary\*\*

A several page Executive Summary that summarizes the purpose, goals, approach, findings, and synthesis of one of the five case study analysis, is provided by the student two (2) weeks prior to the student's scheduled oral presentation.

### Final Semester Case Study Presentation\*\*

An oral report of the selected case study analysis that address all three parts listed above and includes additional synthesis of concepts learned throughout the Masters program, is presented midway through the final EM701 semester. The Committee grades the oral presentation and is required to attend the oral presentation; also, per WSU policy, only faculty members may ask questions during the final oral presentation. Arrangements should be made early; see posted deadlines. Please note that the final semester of EM701 for the case study option must be in the Spring or Fall semester.

\*\*Be sure to include your academic integrity statement on the EM701 artifact title pages:

I commit myself to Washington State University's high standards to uphold academic honesty and scholarly values as established by the WSU's Standards of Conduct. I affirm that I have not given or received any unauthorized assistance on this assignment/examination, that the work product presented here is the work of the author(s) [myself or all team members listed], and that all materials from other sources (including books, articles, Internet, or other media), whether quoted or paraphrased, have been properly cited.

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Typing or electronically signing my name above serves as my signature

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\*Current Job Title

\*Employer

\*Future email (\*optional)

### EM701: Option 1 Case Study Timeline

#### Prior to enrollment:

- Complete all ETM program courses prior to or in the final semester with EM701.

#### Final Semester EM701 (must be Spring or Fall term):

- Complete analysis of the five provided case studies
- Select and prepare final written executive summary of one of the five case studies at least two weeks before final presentation
- Prepare and present oral presentation of selected case study midway through final semester

### EM701: Option 1 Case Study Grading

Faculty assigned to each core area are responsible for grading the case study work submitted in that core area. A student must earn a grade of 4.8 or higher to pass a case study. Otherwise, the student may be required to redo the case study with a score below a 4.8. The student's committee as a whole accepts or rejects the EM701 deliverables presented by the EM701 student based on a final ballot meeting of the faculty team. If the student does not make sufficient progress in their first EM701: Option 1 Case Study semester, it is within the purview of the committee to require the student to retake the EM701: Option 1 Case Study course the following semester, and/or to award a "U" grade for the current semester (S-Satisfactory or U-Unsatisfactory). Two semesters of "U" grades will be the basis for removing a student from the Graduate School and program.

#### Grading criteria include (as a minimum):

- Effective planning and execution
- Quality of process development
  - Demonstration of depth and breadth criteria
  - Completeness of research/application/academics applied
  - Appropriateness of effort in relation to topic
- Quality of written deliverables and oral presentation
- Consideration of comments by faculty and committee members

**Final Notes:** Buffer your efforts. Pay attention to deadlines. The EM701 case study work demonstrates your ability to integrate and blend many different management skills from a variety of courses towards a set of real world problems.