521 Group project/Case study

The purpose of the group project is to research and prepare a case study of a business seeking to achieve both profitability and sustainability.

**Tasks**

1. Select a company

2. Based on research and interviews, present
   - Brief background on the company and its industry
   - How are they attempting to achieve both profitability and sustainability?
   - What types of obstacles are they facing in achieving this?

3. Prepare an analysis with recommendations for the company (identify underlying problems, develop alternatives, choose from among alternatives - and justify choice, implementation steps)

**Process**

1. Proposal
   - Due no later than Monday Feb 7 (I will review earlier if submitted earlier)
   - The proposal should be brief (1-2 paragraphs): simply identify the company you wish to study, provide me a sense of how you plan to carry out the work, and let me know what I can do to help you. Make it look professional - list the names and affiliations of group members, include the date, etc. If you intend to do something that varies from the “product” described below, make sure your proposal discusses this. (This will probably require a slightly longer proposal.)

2. I will set up on-line discussion board for discussion of projects

3. Class discussion of projects (informal interim presentation and feedback)
   - Weds Feb 16 or Mon Feb 21 (approximately 1 hour)

4. Final report due and informal presentation
   - Wednesday March 9 (last day of class)

**Product**

An integrated report that has the following components that can “stand alone”

1. “Showcase” executive summary - 1 page suggested
2. Professional journal case study (similar in length to WBCSD case studies we read, but much more analytical). Focus on company strategies, not your recommendations.

3. Background / research study - add information collected - more of an academic paper - bibliography - suggestions for further reading - tables (more extensive - recommendations

4. Memo with recommendations and rationale - 1-2 pages

**Coverage**

Specifics will depend upon the company, but will be drawn from the topics we will address over the next few weeks

1. Marketing - motivation and behavior; identifying and communicating with customers

2. Operations - how they make products and/or provide services

3. Measurement - how they track performance

4. Wall Street pressures - for profits and/or for sustainability

5. Change as an organization - how purpose is translated in to commitment of people and action