

## INSE 6230: Case Study - Winter 2019

- **Objective:** This exercise is meant to acquaint you with a more practical side of project management.
- **Main task description:** You will need to study and present one real project management case. Case study presentations are individual. You will also need to actively participate during the presentation sessions of other students. Case study accounts for 15% of the final grade.
- **Case study presentation scheduling:** The list of the available presentation sessions will be available during the class. It is recommended that you decide on the session in which you will present as soon as possible (preferably today), but the deadline for the case study presentation scheduling is on **January 16**. If you do not select any session by the deadline it will be assumed that you do not have a preference, and an available session will be assigned to you. You will also lose points for the timely presentation scheduling.
- **Case study selection:** Your case study should be related to one of the following themes:
  1. Project Scope Management
  2. Project Time Management
  3. Project Cost Management
  4. Project Quality Management
  5. Project Risk Management
  6. Project Procurement Management
  7. Project Human Resource Management
  8. Project Communication Management
- You should search and find a project management case study which is related to the selected theme. You do not need to indicate the selected theme at the time of presentation scheduling, but you should clearly focus on your theme during your presentation.
- The selected case study should be a real project management case which took place in a real company. There is a great amount of such case studies available on the web. The selected case studies could be from any specialization (building project, IT project, etc.) and the related text could be of any length, context or level of analysis coming from any source. The main selection criteria should be whether the case study is highly **related to the selected topic** and that it is **interesting**. For example, the study can come up with some interesting situations, new methods or tools, unexpected solutions, original approaches; it can deal with controversial or ethical issues, etc. Simply anything which will catch yours and possible other students' attention is great. You can present an exemplary successful project management case but you can also discuss a project that failed. We can learn something from all the cases.
- Each student has to have a different case study! Send an email with a short case study description (one paragraph) to [andrea@ciise.concordia.ca](mailto:andrea@ciise.concordia.ca) and you will be informed whether the case study is available. If it was chosen by another student then you have to

search for another one. It is recommended that you request the approval in sufficient time before the presentation so that you have enough time for the case study selection finalization (in case you need to select another case) and for its preparation.

- **Case study analysis:** First, read the case study in full. Study the content. You need to know the case study well in order to be able to answer the questions during the Q&A period after your presentation.
- **Presentation:** Prepare a **5 minutes presentation** (to be confirmed) which will take place during the lecture for which you scheduled the presentation. Your presentation should be clear and interesting. After the presentation, you will be asked questions. Do not include any theory slides in your presentation! Focus exclusively on the case study.
  - The presentation must include/address the following points:
    - Introduction, motivation for your case selection
    - Short company presentation
    - Project description:
      - Objective and motivation
      - Project scope, schedule, budget, and stakeholders
      - Focus on the specific theme you selected (For example if you selected theme #3 “Project Cost Management”, describe the details on the costs and various expenses during the project, how it was planned – the expected budget, how it progressed – where the project costed more and where less and why, what were the specific issues/problems related to the costs, how they were or were not solved)
      - Project completion – Completed on time, within the budget and the scope? Was it considered successful?
      - Conclusion and lessons learnt (What went right and what went wrong? How can we avoid the problems next time?)
    - Your own input (your comments, opinion, evaluation, recommendation)
- **Q&A period:** Other students, which are NOT presenting, will be required to ask questions. I hope that Questions & Answers (Q&A) section will be interesting and interactive. If nobody asks questions, I will randomly select students. Based on the **relevancy and quality** of the questions asked, you will get a mark. If you do not ask any questions during the presentations you will lose points, so, **please, ask questions!** Obviously, the attendance of presentation sessions is required. The participation in the Q&A period is worth **5% of the final mark**.
- **Evaluation:** Your grade will be determined by your ability to schedule your presentation on time, to select a suitable case study, to get an approval, to summarize it effectively and in an interesting way while **addressing ALL the points above**, to keep the exact presentation time, and by your ability to answer the questions asked by other students. The quality of your slides (e.g. too much writing, too small letters) and the oral presentation quality (please, do not read from the slides or from your notes during the presentation!) will be evaluated as well. Please, do not forget to highlight the lessons learnt and to provide your own input (opinion, evaluation, suggestion, discussion)! You will receive **10% of the final mark** for the presentation itself.