

Pre-Assignment: Case Analysis

Start Assignment

Due Friday by 12:59am **Points** 100 **Submitting** a file upload

File Types docx, doc, xls,xlsx, ppt, pptx, txt, and pdf





The pre-class reflection note is a primer for the individual and team assignment you will carry out during your course. It should be 1,000 words +/- 10%



Start by reading the short case: [How much change can a new CEO demand? under Modules.](#)

Task:

1. First provide short description of the situation in the case.
2. Why is the change initiative at FDM Turkey challenging?
3. Can Sena lead the change initiative successfully, and if so how?
4. Finally, reflect on your personal experience and outline the lessons you can draw from this case.

Individual Written Assignment (1)

Criteria	Ratings				
 Action Recommendations	<p>Recommended course of action has strong arguments based in the analysis and issues and includes anticipated consequences and</p>	<p>Recommended course of action is appropriate to address major issues, and is linked to the analysis. Some anticipated consequences and alternatives are</p>	<p>Recommendations are mostly appropriate to address issues and are at least partially linked to the analysis. Anticipated consequences and alternatives are lacking.</p>	<p>The recommended course of action could use more connections to the identified issues, and the addition of one or more anticipated consequences</p>	<p>Recommendations are largely inappropriate or absent.</p>
 Issue Analysis	<p>Presents an insightful and thorough analysis of all identified issues. Includes all necessary calculations.</p>	<p>Includes an adequate analysis of most of the issues identified, but lacks depth in some areas. Is missing some necessary calculations.</p>	<p>Presents an adequate yet limited analysis of most of the major issues identified, but lacks depth in several areas. Conclusions may lack support.</p>	<p>or alternative level of analysis could use more depth. Factual and/or computational support for the analysis is omitted.</p>	<p>The level of analysis almost entirely lacks framing and/or depth.</p>
 Issue Identification	<p>Presents an accurate and detailed description of a variety of problems and opportunities that are compelling and insightful.</p>	<p>Most major issues are identified and adequately discussed.</p>	<p>Several major issues are identified, but may be discussed in a somewhat superficial manner.</p>	<p>One or two major ideas are identified, but there is only a surface discussion of these major ideas occurs.</p>	<p>Fails to identify or adequately discuss major ideas.</p>
 Organization and Clarity	<p>Paper demonstrates concise and consistent writing. Transitions between ideas are handled well. Formatting is appropriate and writing is free of grammar and spelling errors.</p>	<p>Paper is organized and clear. Errors do not detract from overall ideas. Could have used better transitions between ideas. Some grammar or spelling errors.</p>	<p>Paper lacks clear organization. Errors sometimes detract from overall ideas. Some weak transitions between ideas. Grammar or spelling errors sometimes detract from overall clarity of ideas.</p>	<p>Writing needs outside support. The main ideas are getting lost as a result of the grammar and spelling errors.</p>	<p>Writing is barely legible to the point that ideas are almost entirely overshadowed by poor grammar and spelling.</p>

Criteria	Ratings				
 Use of Course Concepts	<p>Demonstrates complete command of tools and concepts from the course. Makes appropriate and powerful connections between identified issues and the strategic concepts studied in the course readings and class lectures.</p>	<p>Demonstrates sufficient command of tools and concepts from the course. Makes some connections between identified issues and the strategic concepts studied in the course readings and class lectures.</p>	<p>Demonstrates partial command of tools and concepts from the course. Makes limited connections between identified issues and the strategic concepts studied in the course readings and class lectures.</p>	<p>Makes only a few, if any, connections between identified issues and concepts from course readings and class lectures.</p>	<p>Fails to make connections between identified issues and concepts from course readings and class lectures.</p>
 Sources & Citation	<p>Evidence and ideas clearly refer to subject matter and aim of assignment, drawn from a range of sources, in addition to assigned readings and in-class discussions, including scholarly books, journal articles, research institutions, government publications, and industry associations. All evidence is properly cited in APA style in-text citations and a correctly formatted reference list.</p>	<p>Evidence and ideas are taken from a number of sources and author goes beyond material presented in class. Some outside sources are intended for a general audience and/or are web-based (i.e. not scholarly). All evidence is properly cited in APA style in-text citations and a correctly formatted reference list.</p>	<p>Author has used a limited number of sources for evidence and ideas beyond the assigned readings for the course. Outside sources are almost exclusively web-based. The text may have few in-text citations to identify the source of evidence or ideas; reference list may not be formatted in a consistent and/or appropriate APA style.</p>	<p>Makes only minimal use of sources provided by instructor and/or relies exclusively on non-scholarly outside sources or personal opinion. Use of in-text citations to document sources may be sporadic and ineffective. The reference list includes only a few sources and is randomly formatted making sources difficult to identify or locate.</p>	<p>Does not provide sources for evidence or ideas presented in the paper beyond minimal or tangential reference to assigned readings. Relies mostly on general or personal opinion. Statements or evidence are not supported by in-text citations. There is no reference list, or the reference list is not formatted in the appropriate APA manner.</p>