

**NUS Overseas Colleges
Inbound Internship Program**

**Course Guide on
Start-up Case Study & Analysis [TR3203T]**

I OBJECTIVE

- 1.1 Start-up Case Study & Analysis is an essential module under the NUS Overseas Colleges (NOC) program.
- 1.2 The course involves the writing of a case study on the start-up process and challenges faced by the internship host companies of the students in Singapore. Students will apply the concepts and frameworks learned in entrepreneurship courses to document the key processes of companies in the real world.
- 1.3 The Start-up Case Study writing experience will benefit students in the following ways:
 - (a) Students will learn to apply the entrepreneurship concepts and knowledge learned in classrooms to real start-up companies;
 - (b) Students' understanding of the entrepreneurial process and broader business and strategic issues will be enhanced through interviews and observations and by questioning;
 - (c) The case writing process enables students to crystallize their thoughts and allow their perspectives to be expressed through the business case.
- 1.4 Upon finishing the module, the students should be able to apply the insights that they have acquired from the case writing process to a real start-up or an entrepreneurship situation.
- 1.5 Selective cases written by students may be used as teaching cases (but not before explicit approval of companies are sought).

II REQUIREMENTS

- 2.1 A NOC appointed case supervisor will be appointed to guide and supervise students in their case writing. The supervisor appointed will decide on a suitable schedule for meeting with the students. At other times, students are encouraged on their own initiative to update the supervisor on their progress.

- 2.2 Upon arrival in Singapore, students will undergo a workshop by the case supervisor to gain an understanding of the case writing requirements, processes, course structure, format and schedule.
- 2.3 The information in this course guide is further supplemented by a set of slides available at the workshop. Please ensure that you are given a copy of the slides and that you read them to understand the course expectations and requirements
- 2.4 More details on the case requirements will be offered by the case supervisor at the start of the case writing process.
- 2.5 Students are required to acquire the following Harvard Business School case guides for compulsory reading:
 - (a) “Developing a Teaching Case (Abridged)”
 - (b) “Twenty-Five Questions To Ask As You Begin To Develop A New Case Study”

III CONFIDENTIALITY PROTECTION

- 3.1 Students must be discreet in the handling of confidential company information that may be relevant for the case. Ideally, students should choose to work on a focus issue that is not sensitive in nature. Such non-sensitive cases will allow for cross-learning and sharing among students in the program thereby optimizing their learning.
- 3.2 The case supervisor will work together with the student and the company to identify a focus issue. He will also advise the students on how to handle company sensitive information and how best to protect company confidentiality, as well as what should or should not be included in the final report.
- 3.3 If a sensitive case cannot be avoided, then companies should be consulted at all times on the inclusion of any proprietary or sensitive information. Name of company, names of staff, proprietary information and financial data should be disguised if necessary. If real information and data cannot be disguised as this will compromise the quality of the case writing and analysis, then such information and data should only be verbally presented in the oral presentation to the case supervisor (who should have signed an NDA with the company) and should never be included in the final case write-up. Completed cases should be properly classified and handled confidentially.
- 3.4 All drafts and completed cases should be properly classified and handled confidentially. It is recommended that all drafts (work-in-progress) be properly labeled “STRICTLY CONFIDENTIAL” on all pages.
- 3.5 Sensitive cases should only be submitted to the case supervisor. However, for purpose of archiving by NUS which is necessary to justify for the credit and grade to be counted

towards student's degree requirements, all students are required to submit a sanitized version of their cases to NOC. All critical information including names of company and company personnel, proprietary information and financial data should be disguised. The case supervisor must be satisfied that the cases have been sufficiently sanitized before they are cleared for release to NOC/NUS.

- 3.6 Permission and clearance must be sought from companies before any case may be published as a teaching case. Cases will have to be rewritten/reworked to ensure that they are appropriate for putting on a public domain. Companies should be requested to sign off before such cases are released/published.

IV CREDIT WEIGHTAGE

- 4.1 The module is graded and is worth 8 NUS credits.

V ASSESSMENT FRAMEWORK

- 5.1 The entire case writing process can be broken down into four distinct sets of deliverables:

Deliverable	Assessment
I. Proposal <ul style="list-style-type: none"> 2-3 pages Word doc 	Not graded – purpose is to make sure students are on the right track and to give initial feedback.
II. Draft <ul style="list-style-type: none"> Case Study (max 25 pages Word) Case Analysis (max 10 pages Word) 	Not graded – interactive session, expect extensive feedback; late or incomplete submission may result in a penalty applied to the final grade.
III. Final Submission: Case + Analysis + Presentation (max 20 slides)	80% of overall grade – awarded for submitted documents (60:40 ratio between case and analysis). 20% of overall grade – awarded for 30 minute presentation based on the PPT. Expect final feedback on case and analysis.

Grading criteria for Presentation is as follows (20% of final grade):

Adequacy of background information on the company	20%
Demonstration of understanding of challenges/issues faced by the company	20%
Choice of relevant analytical tools/framework and their application	20%

Clarity and quality of the writing	20%
Clarity and quality of the oral presentation	20%
Total	100%

Grading criteria for Final Submitted Case is as follows (48% of final grade):

Adequacy of background information on the company	25%
Demonstration of understanding of challenges/issues faced by the company	25%
Good description of the startup process	25%
Clarity and quality of the writing	25%
Total	100%

Grading criteria for Final Submitted Analysis is as follows (32% of final grade):

Demonstration of understanding of challenges/issues faced by the company for the specific focus/topic of the case	37.5%
Choice of relevant analytical tools/framework and their application	37.5%
Clarity and quality of the writing	25%
Total	100%