



*RESPECT* // AN INNOVATIVE  
PERSPECTIVE for RESPONSIBLE  
SUPPLY CHAIN EDUCATION

R-BCM . Business Case Methodology

# What is a case?

Case studies recount real life business or management situations that present business executives with a **dilemma** or uncertain outcome.

The case **describes the scenario in the context of the events**, people and factors that influence it and enables students/lecturers to identify closely with those involved.

## **Respect's cases will be :**

- written by Respect's partners with particular communication/learning objectives in mind ;
- refined during Respect's meetings before publication on the website.

Relevant **documentation** (verbatim, corporate documents) or visual items and a carefully crafted teaching note often accompany a case.

# The case method

Pioneered in the early 20th Century at **Harvard University**, the case method has become the favoured teaching tool of most of the world's leading business schools.

A process of discussion and analysis, guided by a skilled case teacher, leads class participants to deeper insights into management issues and their resolution.

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## **For Respect project: the case will be:**

- A process of discussion
- Guided by a Respect's partner as a teacher or manager
- Leads Suppliers, Buyers, Consumers participants to deeper insights into the RESPECT vision
- An innovative way to re-think the responsible supply chain

# the dynamic nature of a business case

Initiative Life Cycle		Business Case	Characteristics
Business Idea	→	Opportunity Statement	Brief one page description of idea
	↙		
Gain Support	→	High-level Business Case	Contains general alternatives, potential costs and benefits (usually a range), high-level impacts and risks, good environmental analysis
	↙		
Feasibility Study/Detailed Needs Assessment	→	Revised Business Case	Alternatives are refined based on needs, costs and benefits are revised
	↙		
Pilot	→	Revised Business Case	Impacts and Risks are fully explored, costs are more precise
	↙		
Implementation Plan	→	Revised Business Case	Specific alternative is defined and costs are known
	↙		
Implementation	→	Finalized Business Case	Costs are based on actual, benefits are finalized
	↙		
Review	→		Finalized Business Case is used to evaluate the success over the life span of the project

# The **elements** for a Respect's business case

- It should **contain aspects** : Company, history, Context
- It should **present best practices**
- It should create a **discussion** – not a solution
- Business case is scalable to the nature and impact of a decision, although the complete template (thinking) should be covered and documented.
- The **number of pages** for the Respect business case may be a minimum brief 1-2 page document or an extensive evaluation that takes 10-20 pages.
- However, the length of the business case should be kept to a minimum, ensuring it stays on topic, presents **relevant information in a clear and concise manner** that is focused on supporting management in making decisions.

# The characteristics of a **good** Respect Business Case?

## **The aim in writing as business case is to:**

- Outline all the relevant information
- Outline the argument for the recommended course of action
- Be clear, logical and comprehensive

## **The business case will be more convincing if the arguments are supported by hard data:**

- If stakeholder views are cited, provide **some evidence of the consultations**
- A **Reference** material (articles, websites, libraries, books etc.)
- Internal and **corporate** documents
- No **board of datas** in the writing part of the document ; but in the annexes

# BC Presentation template

**Title:**

**Authors:**

Published by *RESPECT*

**Length:**

X pages

**Abstract:**

In early 2007, Barack Obama was a little-known senator running for pre...

Show full details and related products

**Topics:** E.g. Social media, CSR, Supply Chain, Sustainable development, Human rights,

# The Respect BC structure

- 
1. Executive Summary
  2. Business Needs and Current situation
  3. Company Description
  - 4- Historical Background
  - 5- Environment Analysis & Context
  - 6- Best practices presentation
  - Option : Cost / Benefit Analysis
  - 7- Results & Recommendations
-

## **1- EXECUTIVE SUMMARY**

Write this section of the template to provide a concise summary of the key highlights of the business case

## **2- BUSINESS NEED AND CURRENT SITUATION**

Describe in this section the business need, problem, or opportunity that the suggested project will address.

This section should also provide a description of the current situation and how it affects the effectiveness and efficiency of the sponsor agency.

## **3- COMPANY DESCRIPTION**

## **4- HISTORICAL BACK GROUND**

Also providing an historical background that led to the current situation can be helpful.

## **5- CONTEXT**

## **6- BEST PRACTICES PRESENTATION**

This section should provide a description of the best practices developed by the supplier and how it affects the effectiveness and efficiency of business.

## **7- RESULTS & RECOMMANDATIONS**

This section should provide a description of the results ; and why I could be easy to integrate this initiative in all the other activity of the business

# Case methods for education Biblio

- Merseth, Katherine K.. "The Case for Cases in Teaching Education." June, 1990. Silverman, R., Welty, W. M. & Lyon, S. (1994) Educational Psychology Cases for Teacher Problem Solving. (3rd ed.). New York:McGraw-Hill
- Silverman, R., Welty, W. M. & Lyon, S. (1994) Educational Psychology Cases for Teacher Problem Solving. Instructor's Edition. New York:McGraw-Hill