

# Individual major case study elkay ppd

Business



Activity Based Costing by Robert Kaplan will also be provided under this link. This is an extension of the earlier version of BBC that we have considered and provides you with background to the method used by Leaky. Students are also encouraged to read more broadly on the problems and issues in the case (e. G.,

On customer profitability). The required format of the write-up is similar to the minor case study you have completed in the course already, though it has been expanded slightly. Your case write-up should address the following:

1. An Executive Summary.

Your executive summary must outline the problem and issues faced by the company and your proposed action plan. This is a summary or abstract of what you have identified as the problems and issues, the results of your analysis and the recommendations.

This Executive Summary should be concise and not repeat all of the case study – just the critical points (that I – as your Executive can read to get an idea of what is to follow in your analysis etc). 2. Background of the company. This should include a brief overview of the salient points from the case that are relevant for your consideration of the company's problems and issues.

You should consider its strategy, products and processes, costing system(s), markets, competition etc and how these have changed over time. Do not reproduce the text of the case, you only want to include what is pertinent to the problems and issues in the case! 3.

Your assessment (Identification) of the Important problems and issues facing the company. (Note that you are to identify these separately as you did for the minor case. Please make an effort to provide a problem statement and identify the associated Issues – rather than provide a general discussion of the case Issues.

Your discussion and analysis of the underlying causes with reference to management 4. Your analysis of the underlying cause(s) of the problems and issues – supported by the concepts, frameworks and other materials from the course and readings, wherever appropriate. 5.

Your recommendations for addressing the underlying causes of the problems and issues (make sure you have action statements – what should the company now do with the information from your findings? ). Also consider if there are any limitations to implementing your suggested recommendations. 6. References to the literature you have used in preparing your write-up.

Students should follow the Harvard Style of referencing. You should consider and address the following questions within your case study required framework, (but you are not limited to these questions): (a) Why did Hurried believe that Leaky PDP needed a new cost system? (b) What causes a product or a customer to be highly profitable or highly unprofitable? (c) Why was the new cost system accepted so quickly by Leaky managers? (d) What do you like about the new costing system? Are there any features that could be improved based on your knowledge of cost system refinement? E) What actions, if any, would you suggest Mark Whetting take with Allays most profitable customers? (f) What actions should Mark Whetting take with Allays

largest loss customers, in particular the two large customers on the extreme right hand side of the cumulative profitability curve (whale curve) on the first page of the case? Note: These questions should assist with your consideration of the problems and issues in the case as well as your recommendations. Case Write-up Requirements: Your case write-up should follow the format outlined above and should address your response to the questions provided.

The questions are aimed at directing your attention to the major problem(s) and issues faced by the company and allow you to apply the concepts and principles covered in CATARACT to real business. Headings and sub-headings should be used in your write-up to facilitate a good flow. Your Executive Summary should be no more than 250 words (12 point font with single line spacing) and should be presented as the front page of your submission.

You should also ensure your name and student number are clearly identified on this front page.

For the body of the case (items 2-6 above) , you are limited to 1200 words (12 point font and minimum 1.5 line spacing). Note: This does not include a reasonable number of tables and/or appendices to show your workings and that can be. Students are strongly encouraged to follow the ‘ How to Prepare a Case Study approach prepared by Side Huff and Ron Weber provided as a handout in Week 1(also provided in the Lecture 1 Learning Materials on the course blackboard website) and also the additional handout on the ‘ Use of Case Studies in CATARACT” that I have provided.

Grading: The case will be marked out of 30 which will then be scaled to a mark out of 15 (in your My Grades) which will count towards your final grade in the course.

Students will be provided with a general grading rubric under the Major Case Study item. Submission Requirements: Students are required to submit their major case study through Turn-it-in under the assessment link on the blackboard website. As with the minor case studies, you are given the opportunity to view your originality report before the final submission date/time.

Students should also refresh themselves with the University policy on academic integrity and plagiarism. The relevant information taken from your course profile is presented below: Academic Integrity It is the University's task to encourage ethical scholarship and to inform students and staff about the institutional standards of academic behavior expected of them in learning, teaching and research. Students have a responsibility to maintain the highest standards of academic integrity in their work.

Students must not cheat in examinations or other forms of assessment and must ensure they do not plagiarize.

Plagiarism The University has adopted the following definition of plagiarism: Plagiarism is the act of misrepresenting as one's own original work the ideas, interpretations, words or creative works of another. These include published and unpublished documents, designs, music, sounds, images, photographs, computer codes and ideas gained through working in a group. These ideas, interpretations, words or works may be found in print and/or electronic

<https://assignbuster.com/individual-major-case-study-elkay-ppd/>

media. Students are encouraged to read the SQ Academic Integrity and Plagiarism policy (<http://www>.

Sq. Du. AU/hip/index. HTML? Age= 25128) which makes a comprehensive statement about the University's approach to plagiarism, including the approved use of plagiarism detection software, the consequences of plagiarism and the principles associated with preventing plagiarism. If students cannot meet the due date for the major case study submission, the following university policies and guidelines apply: Applications for Extensions  
Medical grounds: Applications for extension on medical grounds shall be made by lodging the Application for Extension of Progressive Assessment form and supporting communication at the location outlined in Section 5.

Of the Electronic Course Profile the grounds of exceptional circumstances shall be made to the relevant Course Coordinator/Program Director by lodging the Application for Extension of Progressive Assessment form and a personal statement outlining the grounds for the application at the location and by the due date outlined in Section 5. 3 of the Electronic Course Profile for the course in which this application is made. If the exceptional circumstances are such that the student cannot reasonably be expected to have implied with these conditions, a case should be made as to why these conditions could not be met.

Outcome of application: Students will be advised of the outcome of their application via their student email. Note: A Case Study submitted after the due date and time (for which no extension has been granted prior to the due date), will incur a late submission penalty.

<https://assignbuster.com/individual-major-case-study-elkay-ppd/>

The penalty is at the rate of 5% of the total available marks for the assessment item, for each calendar day or part thereof that it remains overdue. Once a case has been marked and discussed, there can be no late submissions.