**HBR CASE NOTES FORMAT**

Case Title:

Team Number:

Date:

|  |  |
| --- | --- |
| Team Member 1 Name | Contribution |
| Team Member 2 Name | Contribution |
| Team Member 3 Name | Contribution |
| Team Member 4 Name | Contribution |
| Team Member 5 Name | Contribution |

Case Evaluation: This case study was:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |  |
| Boring |  |  |  |  |  | Interesting |
| Irrelevant |  |  |  |  |  | Relevant |
| Not Engaging |  |  |  |  |  | Engaging |
| Not Challenging |  |  |  |  |  | Challenging |
| Difficult to understand |  |  |  |  |  | Easy to understand |
| Not an effective learning tool |  |  |  |  |  | An effective learning tool |
| Inconsistent with learning objectives |  |  |  |  |  | Consistent with learning objectives |

Rate the overall quality of the case study as a learning tool on a scale of 1 to 10 where 1 is lowest quality and 10 is highest quality. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ out of 10.

**Points of Discussion**

Situation:



Problem:



Alternatives:



Recommendations:



**INTRODUCTION**

(Main theme of the case, introduction of the company and the characters in the case)

**SITUATION ANALYSIS**

(Description of the current situation)

**PROBLEM STATEMENT**

(What is the main problem that the company or individual is facing?)

**ALTERNATIVES**

(How can the company solve that problem or take advantage of that opportunity? What are the best options available to the company? What pros and cons exist for each option or alternative?)

You can use 2 pages for discussing these alternatives.

**RECOMMENDATION**

(What final solution do you recommend to the company/individual in the case? How will this solution be implemented considering its pros and cons discussed above? What is the Plan B?)

You can use 2 pages for presenting your recommendation and Plan B.

**APPENDIX**

(Show your graphs, charts, strategic tools, or any additional relevant information that supports the case analysis)

There is no page limit for Appendices. However, this section is for additional information only.

Attach your calculations in an excel sheet on Canvas.