CASE ANALYSIS

SLI Practice Case

Problems faced in management are dynamic, complex, and multidisciplinary. The use of case studies is one method of demonstrating the dynamic complexity of managing service delivery. Case studies guide students in the application of effective decision-making processes for the range of management issues they may encounter in the “real” business world.

It is challenging for service management education programs to connect management theory and skills with their application to service organization. Students often understand information provided in course lecture, but are not able to fully comprehend its application to organizations’ operations. The use of case studies requires students to actively process information, use and apply prior knowledge, research and organize information, and enhance student learning by connecting the application of knowledge to problems, contexts, and “real world” situations (Sendag & Odabasi, 2009).

Challenges that management professionals face are rarely clearly defined situations. Therefore, students need to understand higher-order problem-solving techniques in order to prepare for situations they may encounter in the workforce. Case studies give students the opportunity to learn what others have done, what they think someone should do, who is to blame, what decisions should be made, and where learners lack knowledge and experience (Kovner & Neuhauser, 2004). A case study is a particular situation or problem that requires analysis, decisions, and planning a course of action. The case study method provides students with the opportunity to learn how to address problems and improve their judgment in selecting alternative actions and analyzing barriers and opportunities relative to chosen strategies (Kovner & Neuhauser, 2004).

Read the Chez Parisse case study.

Drawing upon the case study and other course learnings, answer the case study questions in full based on the Case Study Write-up Guidelines document (please refer to page 18 of the case study for the questions).