



EMBA2K14 – BP 1

AIT BANGKOK APRIL 2019

CASE WRITING WORKSHOP REPORT

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***MY SPECIAL THANKS TO DR. ADEEL WHO EXCELLENTLY ORGANISED
THIS TOUR FOR EMBA STUDENTS. THIS TRIP FULL OF LEARNING
BECAME POSSIBLE BECAUSE OF HIS EFFORTS.***

CHAPTER 1 - INDIVIDUAL FIRST ASSIGNMENT/PRESENTATION

Reflect on the sector you work in, and your career goals, and share thoughts on the following:

a. A brief macro-description of the sector you work in, and its potential in Pakistan

I work in Business Processing Outsourcing industry. BPO industry has become a multi-billion dollar globally. It has brought visible benefits to the economy of the country and has generated tremendous employment opportunities. The BPO sector of Pakistan has shown phenomenal growth in medical transcription, legal, transcription, data processing, and voice based call center. My company has stepped into Digital marketing in this industry that has a lot of growth potential.

b. How long have you been in this sector? Who is your most inspirational colleague and why?

I have been working in this sector for about a year now. My most inspirational colleague is my CEO. His resilience, focus, and overall tenacity to improve the lives of others has been inspirational to me. I learned so much from just observing him handle various business situations. The inspiration I get from him inspires me to keep going and to remember to not dwell on the bad things or take them personally.

c. Where do you see yourself as a professional in five years, and how does MBA help?

My MBA has helped me to become an Entrepreneur and has changed my perspective about business. It has helped me to build skills that I am applying today and running my business successfully. I see myself running my own organization and continuing to learn and grow in the next 5 years.

. Review carefully, the course readings sent ahead and reflect on the following:

a. What is the case method and how does it add value to professional learning?

It is a discussion-based learning methodology that enables participants, through the use of cases, to learn by doing and by teaching others. The repetitive opportunity to identify, analyze and solve a number of cases in a variety of settings prepares learners to become truly professional in their field of work. The case method provides an opportunity to become deeply involved in decisions actually faced by real people in real organizations to take ownership, to feel the pressure, to recognize the risks, and to expose ones' ideas to those of others.

b. What are some of the professions that use case-based learning and why?

Cases have been used in one form or another by both law and medicine for a long period, the case method as used in the teaching of management is relatively new. Cases give students a chance to practice the art as well as the science of management in a laboratory setting with little corporate and personal risk involved. Students get the opportunity to practice the real thing harmlessly. Cases provide information about how work is planned and

organized in various settings, how systems operate and how organizations compete. Cases provide the opportunity to develop a wide range of skills.

c. What is the difference between case study research and a teaching case?

Case study research is based on actual problem and is officially released by the organization. Teaching case not the other hand is vice versa.

d. What skills does learning to write a case impart, and how is this useful to professionals?

Case method adds value to professional learning by developing an inventory of skills such as - Qualitative and Quantitative Analytical Skills, Decision Making Skills, Application Skills, Oral Communication Skills, Time Management Skills, Interpersonal or Social Skills, Creative Skills and Written Communication Skills. These are useful to professionals since these skills are the must have's for success in almost every field.

e. What is the chronological sequence of writing a case and why is it important?

Case writing is a 3 phase process:

Phase 1 entails Case Origin, Lead and Initial Contact, Case Plan Preparation, Second Contact & Professional Release

Phase 2 entails Data Collection, Case Draft and Preliminary Teaching Note, Edited Case, Case Release

Phase 3 entails Teaching Note Completion, Class Test, Further Case and Teaching Note Revision, and Possible Re-release

. Reflect on the sector you work in, and your career goals, and share thoughts on the following:

a. Have you witnessed a decision-making dilemma at work that holds lessons for others?

Business plans do not work all the time, especially in case of startups. The landscape of my industry has been changing rapidly. Hence what to do with the plans that we make? ... The answer is that we make plans, but stick to the short-term and near future. I now like to plan for six months or a year ahead, depending on the venture. I also do not waste valuable time drafting plans that could be overwritten as circumstances change.

b. Is there a story you feel motivated to pass on, that can be expressed as a teaching case?

Entrepreneurship can be a tough and long journey for many people. Some get lucky and succeed the first time. For me, that wasn't the case. I continue to learn and grow.

C. Summarize the decision dilemma you wish to write about in 300 words or less.

How important and practical are business plans for startups or are there things beyond a business pl

CHAPTER 2 - FIRST PARAGRAPH OF MY CASE

FROM CORPORATE TO 'COOPERATE' - CHALLENGES OF A FEMALE ENTREPRENEUR

"After a decade of sprinting up the corporate ladder, it was time for Komal to take the leap of faith. On afternoon of May 23 2018, while sipping coffee at her office desk, Komal emailed resignation to her Boss. After taking this decision and with a thumping heart, Komal took the courage to make the first call to her family to inform them about the daunting decision she had taken. This decision had been there in some chamber of her mind for the last few years but was got buried under the fear of giving up the corporate luxuries and sense of job security. Her husband Nirvan, CEO of a BPO based startup - OCTA plc had been really upset with his recently started business. Business plans and reality were appearing to be totally opposite. The BPO industry landscape was changing much more rapidly than he had expected. He did not have any more time to waste drafting more plans or fix what was broken. Should the company be closed down? Since Nirvan and Komal had invested all that they had, or should the company keep bleeding money? Komal needed to jump in soonest possible so that both of them as a team could figure out fast, if there was anything beyond those plans that were chalked down for their startup that can save the company."

CHAPTER 3 - Industrial Visit Review (Ichitan Group Thailand)

ICHITAN Group Public Company Limited incorporated the company on September 3, 2010, As of December 31, 2015, the corporation has recorded a wealth of 1,300 million Bhat and a paid-up capital of 1,300 million baht into ordinary shares of 1,300 million shares valued at. par Baht 1.00 per share, the company is engaged in the production and distribution of Ready-to-drink Green tea "ICHITAN green tea", Herbal drink "Yen Yen by ICHITAN" Green tea, with Chewy-cube of coconut "ICHITAN Chew Chew" and Fruit juices jellies "Bireley's by Ichitan" – these show company's marketing strategy and product positioning as high quality. Starting from the choice of raw materials up to systems of meticulous production and packaging, everything is safe. Health and consumer tastes are the group's priority and they try to keep all their products as organic and natural as they can. Ichitan Company has received many awards and standards such as Bureau of Laboratory Quality Standards, Food Safety System Certification 22000, and Standards ISO 9001:2008

Vision

Ichitan Group is aiming to be a leader of quality drink brand and build innovation to grow along with quality life in society.

For Consumer: Ichitan's aim is to produce and improve quality drink for customer health, up-to-date presentation to maximize its customer's satisfaction.

For Shareholder: Ichitan constantly strives to create business with innovation and to improve the management incessantly. They always look for development in new channel and extension to the highest turnover.

For Society: Ichitan's ongoing goal is to be a model of responsibility organization and give back to develop Thai society sustainably.

For Workers: One of the key mission of the group is to support every worker to improve their potential and become expertise. So they will increase their life and be proud as a worker of Ichitan.

Our Key Take Outs

Our group was taken to visit Ichitan factory. It was a great learning experience. We got a chance to see and learn about Ichitan factory's state of the art Supply Chain systems and SOPs. We had the privilege of visiting Ichitan learning and experience center. This learning center is basically a model or dummy factory where we got to learn about the entire process of manufacturing of Ichitan products from start till the end. This is a best practice that can be replicated in Pakistan. That is, without having the actual factory work and workers disturbed such a system can help facilitate student and corporate sector learning factory visits.

CHAPTER 4 – FINAL PRESENTATION AND KEY TAKE AWAY

3 KEY LEARNINGS

- Critical thinking skills
- Interpreting one's experience and expression effectively
- Learning from other's diverse experience and cultures

WHAT WAS THE MOST RELEVANT TO YOUR WORK AND WHY?

Nothing was really relevant to my industry, however overall it was a good learning experience. It was a pleasure to hear what people from different industries had to share.

FROM PRACTICAL EXPERIENCE GAINED DURING STUDY VISITS, WHAT BEST PRACTICES WOULD YOU LIKE TO ADAPT FOR YOUR OWN ORGANISATION?

I think in Pakistan companies should adapt the concept of learning center like the one we experienced in Tan Land (Ichitan).

CHAPTER 5 – REPORT (BENEFITS/LOOPHOLES/IMPROVEMENTS)

BENEFITS

EDUCATIONAL

- ✦ *International learning and knowledge forces students towards acceptance and understanding of an array of various cultural and community views.*
- ✦ *Language acquisition is achieved through practical immersion.*
- ✦ *Awareness and adoption of other multi-faceted approaches to learning.*
- ✦ *Analytical and problem solving skills.*
- ✦ *Enhanced interest in international problems as well as broader knowledge*

PERSONAL

- ✦ *Self-development and awareness resulting to increased confidence esteem. This is often the most noticeable change in students.*
- ✦ *Maturity and social poise, fueled by the necessity to confront challenges outside a familiar support network and comfort zone.*
- ✦ *International network, engagement, experience international environment and diverse cultures.*
- ✦ *Awareness of international group dynamics and personal sensitivity towards other cultures.*
- ✦ *Successful program completion signifies an excellent degree of personal flexibility, including an ability to reach compromise, focus and succeed through challenging times.*

IMPROVEMENTS

- NUST management should look into taking students to other top universities since AIT is not amongst the top one in Asia any more.
- Also NUST should try to fund at least some percentage for such international visits of students.

THANKYOU