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| Name: | Student Name |
| Assignment: | Textbook Case Analysis Executive Summary – Week |
| Date Submitted: |  |
| Course (include the section number: | MG495 Business Policy |
| **Statement of Academic Integrity:**  **I certify that:**   1. **I prepared this document specifically for this class;** 2. **I am the author of this document;** 3. **I am fully disclosing and giving proper credit to any outside assistance received in its preparation;** 4. **I cited sources of information (e.g., data, ideas, charts, etc.) and used this material to support this document.** 5. **I did not receive any assistance / help / guidance from others.** | |
| Student’s Signature (type your full name): |  |

Writing a Textbook Business Case Analysis Executive Summary

Student Name

Park University

Writing a Textbook Business Case Analysis Executive Summary

APA does not permit the use of the word introduction as a level heading (APA, 2009, Rule 3.03 p. 63) In fact, the opening does not even carry a heading, except for a restatement of the paper’s title. One is assumed by its placement at the beginning. Your opening should provide specific and meaningful information relevant to the business issue of the case. Appropriate in-text citation must be provided. The executive summary should be analytical in nature encompassing a forward thinking view.

**Synopsis of the Case**

The content of the synopsis should present relevant background facts about the case under examination. The information provided should be supported by APA in-text citation. Provide *only* facts related to the business aspects of the case. Discussion of the background should be minimal (i.e., a paragraph, two at most), but still analytical.

**Relevant Factual Information about the Problem or Decision the Organization Faced**

State the precise problem or decision the organization faced. The section should include information that addressed the business issue under examination. This section should be no longer than a single paragraph.

**Explanation of Relevant Concepts, Theories and Applications Derived from Course Materials**

This section should be the bulk of your paper. Analysis of the business problem or decision in light of the course concepts must be presented, as well as the business lesson another organization could learn from this situation. Besides citation to the text, learners must conduct research in the University library related to the top. Citing the textbook only is not enough to demonstrate you understand and can apply the course objectives. Here is where comparative and contrasting positions should be considered and examples and illustrations provided.

**Recommendations**

Provide logical recommendations to address the business lesson identified above. The recommendations need *not* to be specific to the organization examined, but should consider how other organizations, if similarly situated, could lessen the impact of the problem or decision identified. Recall, that the organization under examination has already moved pasted this problem so any recommendations made, at this point, are fruitless. The focus of this section should be on what other companies should be aware of to address similar problems or decisions. Citation to the textbook alone is insufficient for analysis in this section. Learners should conduct research in the University’s library to support their positions. Depth of scholarship is *not* demonstrated by providing personal opinions alone, but by using examples, analogies, comparison and illustrations from the academic literature. Not only does this synthesize the material to assist the reader’s understanding, it is an effective way to present the academic sources and extend the discussion of your ideas. This section should be a paragraph or two.

**Alternative Recommendations**

This section is *not* a continuation of the prior. Provide suggestions for how to avoid the problem or decision the examined organization faced. Analysis here should be may be forward- thinking, predictive or, most likely, preventative in nature but tied to the thesis statement. Again, opinion is insufficient to provide the required academic analysis. Sources, other than the text, must be provided to sustain the statements made. This section should be a paragraph, at most.

**Conclusion**

End the assignment with a summary of the important points made in the document. No new information may be presented. Writing a conclusion can be done by rewording the opening or reformulation the topic sentences of each paragraph to make a summary for the reader. This section should be a paragraph, at most.

**References**