From Data to Insights: Driving Corporate Performance
Submission and Grading

Disclaimer: The content of this document is not binding and may be subject to change.

To pass the course, a case report has to be written (relevant work or *Prüfungsleistung*, i.e., graded) and presented (study work or *Studienleistung*, i.e., ungraded: pass/fail). The final grade of the course is based on the grade given for the submitted, i.e., written, case report. All evaluated work can be completed in groups of up to five students. You will be asked to rate the individual contribution of each of your teammates. These ratings will be taken into account during grading.

I. Written case report

Students have to submit a written case report that includes the solution to a case study and written discussion of an academic paper assigned during the course.

<u>Preliminary</u> submission deadline: Friday, 24.05.2024, at 12:00 pm (noon).

(1) **Formatting guidelines**
- File name: "SoSe24_FDTI_CaseReport_Group_[Number].pdf"
- Minimum margins: 2 cm/0.8 inches on all sides (incl. gutter/back margin)
- Minimum font-size: 12 points for text; 10 points for illustrations, tables, and footnotes
- Maximum page count <u>for content</u> (i.e., without cover, list of tables or similar elements): 10 pages (DIN A4) including figures and tables but excluding the appendix
(7 pages for the case study and 3 pages for the academic paper)

(2) **Instructions for the solution to the case study** (non-exhaustive)
- Find a solution/decision for a fictional top management, which is problem-focused and time-constrained, providing your data-based reasoning:
  1. Isolate the underlying management problem
  2. Apply a structured approach telling a story
  3. Present your solution clearly and interestingly (i.e., "sell" your solution)
- Solve the case primarily based on the <u>provided</u> information and data
(selected supportive outside information may be added if it fits the scope of the case)
- Apply fitting data analytics and convert your analytical output into insights for practice to show that you have internalized the content of the lecture
- While your key audience, top management, may have little knowledge of data analytics, they may give your solution to a second party for validation (e.g., a consultancy or analytics department); therefore, your analyses and interpretation has to convince in detail and precision, too

(3) **Instructions for the discussion of the academic paper** (non-exhaustive)
- Critically assess an accounting research paper on an empirical (data analytics) and conceptual level (underlying theory and interpretation of results)
- Evaluate the paper's
  1. link to theory and prior research,
  2. setting,
  3. research approach, and
  4. key contributions for research and practice.
- Isolate major strengths and weaknesses of the paper and discuss them in a constructive manner

II. Presentation

Students have to present the [preliminary] results of their written case report in front of the lecturers and other participants. For each presentation, there will be a presenting and challenging group. The lecturers will match groups. Details regarding the schedule and structure of presentations will be provided during the course.

Time of presentation: Tuesday, 14.05.2024, between 9:00 am and 2:00 pm.
Each group will have to attend for a total of 90 minutes (two not necessarily consecutive blocks: 45 minutes of presenting and 45 minutes of challenging).

(1) **Formatting guidelines**
- File name: "SoSe24_FDTI_Presentation_Group_[group number].pdf"
- Minimum font-size: 12 points for text; 10 points for illustrations, tables, and footnotes (larger font-sizes recommended)
- Maximum duration: 30 minutes
  (20 minutes for the case solution, 10 minutes for the paper discussion)
- No strict page count

(2) **Instructions for the presentation** (non-exhaustive)
- For each task (case study and paper discussion), present your findings in a condensed manner taking into account the audience
- Telling a story and following a clear structure, discuss your key insights
- Prepare back-up slides anticipating potential questions and points of debate

Please reach out to the lecturers via Jan-Luca.Evers@wiwi.uni-muenster.de if you have any questions.