

MBA 525 - Module 3: Case Study Analysis

Case Study:

"The Third Battle of Bull Run: The Disney's America Theme Park (B)"

Purpose:

The purpose of this assignment is to read a case study and identify the most significant business problem the company faced while assessing the various types of organizational communications used to manage the problem.

Assignment:

Your task is to read the case study, and after careful analysis, formulate a succinct response that is no longer than two double-spaced typed pages. You must also include a title page and separate reference page.

Your response must include a clear identification of the most significant business problem facing Disney, prompting the public statement. Remember this is your educated opinion which must be supported with evidence. You may find the evidence needed in the case study, but you may also use credible external sources. In addition, your response must assess the various types of organizational communication Disney used to manage the problem. Examine the different audiences/constituencies and determine how the message differed or would have differed. It is important that your paper has the three sections—introduction with a thesis, body with support for the thesis, and a conclusion.

Statement on graduate-level writing requirements

Your writing reflects your ideas and communicates your understanding of the topic to the instructor. This assignment will be graded on the composition elements listed below, as well as your understanding of the content:

Successful graduate-level writing should demonstrate

- Proofreading skills
- Correct grammar and punctuation
- Logical organization
- Proper content presentation (introduction, body, conclusion)
- Correct formatting for citations, references, and headings
- Correct and consistent use of APA style and formatting

Grading Rubric

Elements	Criteria	Ratings				
		Exceptional	Proficient	Basic	Insufficient	Missing
Knowledge/ Understanding 30 points	Shows depth and understanding of the case study and business problem					
	Thesis for paper is clearly identified and logically developed throughout the paper					
	Reasoning is sound, compelling, and well supported					

Research 50 points	Clear and appropriate support for position stated throughout paper					
	Case study and any additional sources are synthesized and integrated effectively					
	The case study is sufficiently and correctly used to support arguments					
	Identifies and assesses types of organizational communications used to address the issue					
	Course material is integrated and applied to case study demonstrating understanding					
Writing 20 points	Demonstrates evidence of graduate-level writing mechanics					
	Minimum paper requirements (length, topic, research, integration of core values) are met					
	Follows APA formatting requirements					