

Undergraduate Program Subject Outline
Faculty of Business and Management
<http://my.uowdubai.ac.ae>

Subject Code: MARK 270 Subject Name: SERVICES MARKETING

No of credit points: 6

Session: AUTUMN Year: 2013

Pre-Requisite(s): MARK 101

Co-Requisite: Nil

REGULAR LECTURE INFORMATION

| | |
|------------------|-----------------|
| Day: | Wednesday |
| Time: | 10.30am-12.30pm |
| Location: | KV15- R117 |

ADDITIONAL LECTURE

| | |
|-----------------|-----------------------------------------------|
| DAY | SATURDAY, 12TH OCTOBER 2013 |
| TIME | 10.30AM-12.30PM |
| LOCATION | TBA |

FINAL EXAM PASSING REQUIREMENT: 45%

TUTORIAL INFORMATION

| | Tutorial 1 | Tutorial 2 | Tutorial 3 |
|------------------|-------------------|--------------------|-------------------|
| Day: | Monday (Bhavya) | Wednesday (Bhavya) | Wednesday (Vel) |
| Time: | 8.30am-9.30am | 8.30am-9.30am | 3.30pm-4.30pm |
| Location: | KV14 R 205 | KV14 R 201 | KV14 R 205 |
| | Tutorial 4 | Tutorial 5 | Tutorial 6 |
| Day: | | | |
| Time: | | | |
| Location: | | | |

| | |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Lecturer's Name: | Dr.K.Prakash Vel (Vel) |
| Building & Office No: | Block 15 Office 217B |
| E-mail Address: | prakashvel@uowdubai.ac.ae phone: (04)(3672433) |
| Consultation Days and Times: | MONDAY: 2-5PM TUESDAY: 2-5PM PLEASE MAKE AN APPOINTMENT VIA EMAIL AT LEAST ONE DAY IN ADVANCE. THANKS FOR YOUR COOPERATION! |
| Subject Coordinator: | Dr.K.Prakash Vel |
| Tutors' Names: | Ms.Bhavya Dhankani (Bhavya) |
| Building & Office No: | |
| E-mail Address: | |
| Consultation Days and Times: | |

1 SUBJECT DESCRIPTION

This subject covers the practice of marketing of services. Significantly, this incorporates both conceptual and practical issues not always evident in the existing marketing literature covering the marketing of products. As well, the global growth of the service sector has focused attention on the marketing function for organizations serving this sector. This subject is designed to equip practitioners to function effectively in the expanding world of services marketing.

2 LEARNING OUTCOMES

Upon successful completion of this subject, a student should be able to:

1. Identify the challenges and opportunities in services marketing.
2. Analyze various methods of achieving competitive advantages in services marketing practice.
3. Communicate through explaining and creation of presentations, relevant conceptual material;
4. Explain the significance of human factor in service delivery, customer satisfaction and successful services marketing.
5. Describe and predict relevant connections and interfaces with the emerging discipline of customer relationship management.
6. Relate the practice of services marketing in the organisational context (HRM, marketing, operations etc.).
7. Support students to make successful careers in the industry by solving problems in their work arena.

3 SUBJECT SCHEDULE

| Wk | Lecture Topic(s) | Related Text Chapter(s) |
|----|------------------------------------------------------|---------------------------------------------------------------------------------|
| 1 | Course Expectations Introduction to services | 1 |
| 2 | Consumer Behaviour in service Encounters | 2 |
| 3 | Positioning Services in Competitive Markets | 3 |
| 4 | Developing Services products Services Pricing | 4 6 (Lectures conducted on 12th October,'13, 10.30am-12.30pm), Venue TBA |
| 5 | Educating Customers Through the Value Proposition | 7 |
| 6 | Designing and Managing the Service Process | 8 |
| 7 | MIDTERM EXAM | |
| 8 | Crafting Service Environment (Servicescape) | 10 |
| 9 | Managing Relationships and Building Loyalty | 12 |
| 10 | Service Recovery and Complaints handling | 13 |
| 11 | Improving Quality and Productivity* – GAP MODEL | 14 |
| 12 | Review | |

3.1

| Wk | Tutorial/Computer Lab Activities | Tests/ Assignments |
|----|-----------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 1 | No tutorials. Please enroll in relevant tutorials | |
| 2 | Group Formations and discussion on group presentations. & Choose case study by lottery. | |
| 3 | Analysis of a Services Marketing Case study & Group Presentation clarifications. | |
| 4 | GROUP PRESENTATION STARTS Case Study Presentation: Starbucks: Delivering Customer Service | |
| 5 | Case Study Presentation: Aussie pooch Mobile | |
| 6 | Case Study Presentation :Giordano – Positioning for International Expansion | |
| 7 | Case Study Presentation: Dr. Beckett's Dental office | MID-TERM EXAM |
| 8 | Case Study Presentation: The Accra Beach Hotel | |
| 9 | Case Study Presentation: Shouldice Hospital Limited | |
| 10 | Case Study Presentation: Hilton HHonors Worldwide: Loyalty Wars | |
| 11 | Case Study Presentation: Banyan Tree Hotels & Resorts | |
| 12 | Case Study Presentation: | GROUP PROJECT (SERVICES MARKETING ESSAY) DUE. |

4 TEXTS

4.1 REQUIRED TEXTS

Lovelock, Christopher and Wirtz, Jochen (2011), *Services Marketing*, 7th Ed., Prentice Hall, NJ.

Required texts can be purchased from the University Bookshop located in Block 5.

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4.2 RECOMMENDED READINGS

Books

- Grönroos, C. (2007) *Service Management and Marketing – A Customer Relationship Management Approach*, Second Edition, London: John Wiley.
- Zeithaml, V., Gremler and Bitner (2009), Fourth (international) Ed, *Services Marketing: Integrating Customer Focus Across the firm*, Irwin McGraw-Hill, Boston.

Journals

- Cowles, D. L. (1997), “The Role of Trust in Customer Relationships: Asking the Right Questions”, *Management Decision*, Vol. 35, No. 4, pp. 273-282.
- Lijander, V. and Roos, I., (2002), “Customer-Relationship Levels – From Spurious to True Relationships”, *The Journal of Services Marketing*, Vol, 16, No. 7, pp. 593-614.
- Lovelock, C. (1983), “Classifying Services to Gain Strategic Marketing Insights”, *Journal of Marketing*, Vol. 47 (summer), pp. 9-20.
- Reicheeld, F. F. (1993), “loyalty-Based Management”, *Harvard Business Review*, Vol. 71, No. 2, March/April, pp. 64-73.
- Uncles, M.D., Dowling, G. R. and Hammond, K., (2003), “Customer Loyalty and Customer Loyalty Programs”, *The Journal of Consumer Marketing*, Vol. 20, No. 4/5, pp. 294-316.
- Ventis, K. A. and Ghauri, P. N. (2004), “Service Quality and Customer Retention: Building Long-term Relationships”, *European Journal of Marketing*, Vol. 38, No. 11/12, pp. 1577-1598.

The recommended readings above are available at the UOWD Library located in Block 14. Students are encouraged to access academic articles using the database search engine EmeraldFulltext in library resources.

Students are also encouraged to use other resources as references to support their learning in this subject. Students should follow current developments in the field through various media, including the World Wide Web. All of the recommended readings above are available at the UOWD Library located on the first floor in Block 14.

5 ASSESSMENT

5.1 ASSESSMENT OF LEARNING OUTCOMES

| Learning Outcome | Measures (Elements of Assessment) |
|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 1 Identify the challenges and opportunities in services marketing. | Case Analysis & Presentation, Participation in tutorial activities, Services marketing essay, Mid-session and final exams |
| 2 Explore means of achieving competitive advantages in services marketing practice. | Case Analysis & Presentation, Services marketing essay |
| 3 Communicate relevant conceptual material. | Case Analysis & Presentation, Participation in tutorial activities, Mid-session and final exams |
| 4 Emphasise the significance of human factor in service delivery, customer satisfaction and successful services marketing. | Case Analysis & Presentation |
| 5 Indicate relevant connections and interfaces with the emerging discipline of customer relationship management. | Case Analysis & Presentation, Services marketing essay |
| 6 Position the practice of services marketing in the organizational context (hr, marketing, operations etc.) | Case Analysis & Presentation, Services marketing essay |

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|---------------------------------------------------------------------------------------|--------------------------------------------------------|
| 7 Prepare students to use their knowledge to make successful careers in the industry. | Case Analysis & Presentation, Services marketing essay |
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5.2 ASSESSMENT TASKS

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|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Assessment Task 1: | <p>Group Case Study</p> <p>Participants will form into teams of 3-5 members (in the same tutorial). Each team will be allocated one case study from the set textbook to analyse. It is expected that all class members will read each case study and be prepared to discuss it. Groups will present their case study analysis to the class for discussion. The presentations will be made on the day allocated for your assigned topic. A copy of the slides used for the presentation should be submitted to the tutor before the presentation.</p> |
| Type: | GROUP WORK with group and individual work assessed separately. |
| Description: | Presentation and submission of presented materials |
| Learning Outcome Measured: | 1,2,3,4,5,6 and 7 |
| Total Marks: | 15 (8 group and 7 Individual) |
| Weighting: | 15% ((8% group and 7% Individual) |
| Due Date: | To be assigned in Tutorial no 1 (Week 2) |
| Length : | 20 minutes for presentation, 15 minutes –questioning |
| Hand in to: | Tutor |

OUTLINE AND REQUIREMENTS

The group is to present orally their analysis of the assigned case study. The group will also submit a written report. For the case study analysis group members are expected to take an active role, i.e. to take the place of a Marketing Manager in the case company or organization. The aim of this exercise is to help course participants develop the ability to make marketing decisions in the services context, to support these decisions with appropriate analyses, and to learn to communicate their ideas coherently. So, the group presentation should not simply summarise the material provided in the textbook. Also **do not** answer the questions for discussion where these are provided with the case (although addressing these may help you with the case analysis). Rather, after a brief introductory background on the case, each group should cover three areas:

- **Situation analysis** - provide an analysis of the situation facing the case study company (e.g. in terms of the nature of demand and competition in the company's industry, key problem areas, key opportunities, etc.);

- **Services marketing issues** - identify and discuss the services marketing issues (i.e. in terms of the expanded services marketing mix) the company has to deal with in the case study;
- **Recommendations** - discuss the means by which these services marketing issues can be addressed by the company in terms of the integrated approach to services marketing.

As it expected that the class as a whole will discuss each case, and the presenting group’s analysis of a case, everyone should have read the cases before the presentations.

IMPORTANT: No late presentations will be accepted, except in extraordinary circumstances where all group members are affected. If one group member cannot do the presentation because of extraordinary circumstances, this student must take the responsibility to make an appointment with the tutor in the week of their return to University classes to do their part of the presentation privately for the tutor. If the student does not make such an appointment, the person receives a zero for the case study presentation.

Marking Criteria

Group Marks (based on coverage of the areas mentioned above) – 8 marks

Individual Marks (presentation/communication skill/depth of answer – looking at both conceptual and practical case knowledge)- 7 marks.

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| Assessment Task 2: | MID SESSION TEST |
| Type: | INDIVIDUAL (MCQs examining all lecture materials, cases analysed, scenario discussions, examples, illustrations, exercises done upto the 6 th week) |
| Learning Outcome Measured: | 1 & 3 |
| Total Marks: | 100 |
| Weighting: | 20% |
| Date, Time and Location: | Week 7, in class |

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| Assessment Task 3: | Group Assignment –Services Marketing Essay The Assignment, in formal Essay format is to be handed in by each group (for details see Appendix) |
| Type: | GROUP WORK with group and individual work assessed separately. |
| Description: | Formal Essay format |
| Learning Outcome Measured: | 1,2,5,6 and 7 |
| Total Marks: | 25 (18 group and 7 Individual) |
| Weighting: | 25% (18% group and 7% Individual) |
| Due Date: | At the Lecture in week 12 |
| Word Length (if applicable): | Around 5000 words |
| Hand in to: | Lecturer |

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|-----------------------------------------|-------------------------------|
| Turnitin submission required by: | Before 12 th week. |
|-----------------------------------------|-------------------------------|

OUTLINE AND REQUIREMENTS

1. This is a **Group work with the group and individual work assessed separately**. While the group work will be assessed for 18 marks (18%), the individual work will be assessed for 7 marks (7%).
2. Select an organization. Each group must choose a different organization. Select an organization which is in an industry within the services sector (note that this sector includes those companies which provide services as their primary business; an industry is a group of organizations which provide the same sorts of goods or services, e.g. the hotel industry, the retail industry, etc.). This can be any organization with which you are familiar (e.g. your employer, a family business, etc.), or one for which you are otherwise able to collect the information required for this assignment.
3. Register your choice with your lecturer. This will reserve the organisation for you.
4. Get to know the organization well. This could be done by using the service, accessing web sites, publications by the organization, reference material in libraries etc., personal interviews with management, staff, and customers, site visits, study of the organization's products, customers, etc.
5. Study the industry, including competition, relevant environmental forces, trends, etc. Understand the position of your chosen organization in the industry.
6. Critically explore and evaluate the role, relevance, and practice of services marketing in the selected organization, with particular reference to the environmental forces impacting structure, strategy, and relationship with other marketing functions and submit an essay based report . You will make recommendations/suggestions for how the organization should practice service marketing.

Each group will have 4-5 students. Groups must make 2 copies of the entire report. Keep one copy and submit one copy. Marks for the report will be awarded for quality of the content, judged through critical analysis, depth of analysis, practicality and not just indication and coverage of relevant issues. A 'Self Assessment of individual contribution' has to be submitted along with the group essay by each member of the group, not exceeding two pages, which would state the following:

1. Number of Man-hours individually spent on contributing for the essay preparation.
2. Data and information collection methods used by the individual.
3. Specific areas of the essay contributed by the individual.
4. Specific learning undergone by the individual in doing this essay.
5. Skills learnt from other group members.
6. Your specific comments on the quality of the overall report and areas which are to be commended and the areas that need improvement.
7. Report areas which are to be commended and the areas that need improvement.

Refer the Appendix for more details.

MARKING CRITERIA

A formal Essay which makes appropriate use of data, exhibits, etc. and achieves a high standard of presentation. The group assignment is divided into two parts:

I. Essay: 18 marks (Group)

- Overall presentation of the Essay : 0.5 marks (The Essay must be typed in New Times Roman, font size 12, must have Title of essay, company studied, date submitted, authors along with signatures, an executive summary, a contents page, bibliography and appendices).

Analysis (12 marks)

- Company Background: 0.5 marks
- Industry and Environmental Analysis: 2 marks
- Service Delivery and Service Quality
- Efforts taken by the organization to retain and build customer loyalty
- Physical evidence of the customer's service experience
- Current service mix strategies used by the company including Advertising and promotion of the services offered

Recommendations (6 marks)

- Your recommendations for improvement/ reinforcement of the service quality of the service provider.

II. Self Assessment of Individual contribution: 7 marks (individual)

- Number of professional Man-hours individually spent on preparing the essay.
- Data and information collection methods used by the individual.
- Specific areas of the essay contributed by the individual.
- Specific learning undergone by the individual in doing this essay.
- Skills learnt from other group members.
- Your specific comments on the quality of the overall report and areas which are to be commended and the areas that need improvement.

| | |
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| Assessment Task 4: | FINAL EXAM (Descriptive essay questions and a case analysis, examining all lecture materials, cases analysed, scenario discussions, examples, illustrations, exercises done upto the 13 th week (including the mid-term syllabus)) |
| Learning Outcome Measured: | 1 & 3 |
| Total Marks: | 100 |
| Weighting: | 40% |
| Date: | To be held during the official examination period. Please refer to the Exam Timetable available on the Student Online Resources website (http://my.uowdubai.ac.ae) closer to the exam period. |

5.3 GRADES AWARDED

The approved grades of performance and associated ranges of marks for undergraduate subjects are:

| | |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| High Distinction (HD) | 85 – 100% |
| Distinction (D) | 75 – 84% |
| Credit (C) | 65 – 74% |
| Pass (P) | 50 – 64% |
| Pass Supplementary | 50% |
| Fail (F) | 0 – 49%(and not meeting the attendance requirements) |
| Technical Fail (TF) | - Not meeting the attendance requirements - Not meeting the final exam passing requirements- See the Assessment Policy PP-REG-DB-2.1 |

5.4 SATISFACTORY COMPLETION REQUIREMENTS

In order to gain a grade of Pass (P) or better in this subject, students **must achieve the minimum required mark in the Final Examination (See page 1 for required score)** Students who obtain a composite mark of greater than or equal to 50% but do not satisfy the Final Examination pass requirements will be awarded a “Technical Fail” grade.

Students must ‘reasonably’ complete all assessment tasks (including the required score for the final examination) and submit these as specified in the subject outline. ‘Reasonable’ completion of an assessment task will be determined based on the instructions given to the student including: word length, demonstration of research and analysis where required, the Plagiarism Policy, and completion of each section/component of the assessment. Failure to ‘reasonably’ complete any assessment tasks to the standard specified above may result in a Fail grade awarded for the subject.

6 RELEVANT POLICIES AND DOCUMENTS

All students must read and be familiar with the following UOWD policies and documents, which are available on the Student Online Resources (my.uowdubai.ac.ae) website by following the Policies link:

- Academic Grievance – Students
- Assessment Policy
- Attendance Policy
- Code of Conduct – Library Users
- Code of Practice – Students
- Copyright Policy
- Information Literacies Rule
- Library Regulations
- Minimum Rate of Progress
- Music, Video and Software Piracy
- Plagiarism Policy
- Plagiarism – Acknowledgement Practice
- Rules – Campus Access and Order
- Rules for Student Conduct and Discipline
- Rules for use of ITTS Facilities
- Special Consideration Policy
- Tertiary Literacies

7 SASS

SASS (Student Academic Support Services) is a program committed to assisting students in developing their academic skills and getting the most out of their studies. As part of their services, SASS provides Peer Tutoring Program and Academic Workshops.

For further information contact, please contact:

SASS Admin Assistant
Room 032A, Block 5.
Sass@uowdubai.ac.ae
Ph: + 971 4 390 0602

8 PLAGIARISM

Plagiarism is a serious offense that can lead to expulsion from the university. Students must be familiar with the *Plagiarism* policy which outlines the procedure that will be followed in case of plagiarism. For more information please refer to the *Plagiarism* policy available on the Student Online Resources website (<http://my.uowdubai.ac.ae>– follow the Policies link).

8.1 TURNITIN

In addition to a hard copy, students are required to submit all written assignments in soft copy through the TurnItIn system which is available online at www.turnitin.com. Every student must have a TurnItIn account. Failure to submit an assignment through TurnItIn will result in marks for that assignment being withheld. **Students do NOT need to hand in a printed copy of the TurnItIn Originality Report!** More information about TurnItIn (including how to create an account and add a class) will be provided in the first lecture. Students can download Frequently Asked Questions (FAQs) about TurnItIn from the SASS section of the website (<http://www.uowdubai.ac.ae/ss>).

TurnItIn information required to add this subject:

| | |
|------------------|---------|
| Class ID: | 6676765 |
| Password: | SERVICE |

8.2 REFERENCING & IN-TEXT CITATION & UOWD RULES & POLICIES

For information about Referencing and In-Text Citation, as well as a guide to some of the UOWD Rules and Policies, please go to the Student Online Resources website (<http://my.uowdubai.ac.ae>) and click on the POLICIES link. You will find the required information under the letter “S” for “Subject Outline Information”.

9 ATTENDANCE REQUIREMENTS

Attendance in this subject is compulsory. Failure to attend all tutorials and computer labs as per the Student Attendance Policy may result in a FAIL grade. Students are strongly encouraged to become familiar with this policy (which can be found on the Online Resources website at my.uowdubai.ac.ae).

10 TUTORIAL/COMPUTER LAB ENROLMENTS

All students must sign up for one tutorial and/or computer lab in Week 1. Admission to a tutorial/computer lab will not be possible unless the student’s name is on the Attendance List for that class. No changes will be allowed once a student has enrolled in a tutorial/computer lab.

11 SUPPLEMENTARY ASSESSMENTS

A supplementary assessment may be offered to students whose performance in this subject is close (45-49 or TF) to that required to pass the subject, and are otherwise identified as meriting an offer of a supplementary assessment. The precise form of a supplementary assessment will be determined at the time the offer of a supplementary is made.

APPENDIX

Assessment 1

A. ASSIGNMENT TOPIC

Select a company which is in an industry within the services sector (note that this sector includes those companies which provide services as their primary business; an industry is a group of organizations which provide the same sorts of goods or services, e.g. the hotel industry, the retail industry, etc.). This can be any company with which you are familiar (e.g. your employer, a family business, etc.), or one for which you are otherwise able to collect the information required for this assignment. Discuss the key services marketing issues that your selected company has to address in order to remain competitive within its industry. Specifically, after introducing the selected company (by providing a brief overview of its business and customers), your essay should cover the following elements.

Industry Analysis

What are the current trends in the company's industry?

Who are the major players in the industry, and who are the company's main competitors?

Service Delivery and Service Quality

What are the expectations of service of the company's customers?

What is the nature and extent of customer involvement in the delivery of services?

How do the five SERVQUAL service quality dimensions apply to the company's services?

Building and Retaining Customer Loyalty

What does the company do to build and retain customer loyalty?

What does the company do to build customer relationships?

Physical Evidence of the Customer's Service Experience

What role does the 'servicescape' play for this company's services?

How might the servicescape be used as a source of competitive advantage by the company?

Current service mix strategies used by the company including Advertising and promotion of the services offered

Recommendations (6 marks)

Your recommendations for improvement/ reinforcement of the service quality of the service provider.

B. ASSIGNMENT ESSAY SPECIFICATION

Title Page: Title of essay, company studied, date submitted, Name, mobile numbers and signatures of all the authors.

Table of Contents

Executive Summary: a 1-page dot-point summary of the main content of the essay.

Main Body of Essay

Written as a formal essay (e.g. using complete sentences and a coherent structure), and organised to cover the main elements using suitable sub-headings. The essay should begin with an Introduction which indicates what the essay is about and how it is developed. The essay should also end with a Conclusion which summarises the analysis and draws conclusions about the selected company's services marketing performance recommendations.

References

Cite all sources of information that you refer to or draw on in the essay (e.g. company information sources, services marketing texts, services marketing research studies, etc.), using the Harvard system (following).

Assessment 2

The group task is to present an analysis of the assigned or selected case study. The cases are to be selected from among those provided on the tutorial list of cases. The cases are at the end of the recommended textbook (Lovelock and Wirtz., 6th ed).

For the case study analysis group members are expected to take an active role, i.e. to take the place of a Marketing Manager in the case company or organization. The aim of this exercise is to help course participants develop the ability to make marketing decisions in the services context, to support these decisions with appropriate analyses, and to learn to communicate their ideas coherently. So, the group presentation should not simply summarise the material provided in the textbook. Also **do not** answer the questions for discussion where these are provided with the case (although addressing these may help you with the case analysis). Rather, after a brief introductory background on the case, each group should cover three areas:

- **Situation analysis** - provide an analysis of the situation facing the case study company (e.g. in terms of the nature of demand and competition in the company's industry, key problem areas, key opportunities, etc.);
- **Services marketing issues** - identify and discuss the services marketing issues (i.e. in terms of the expanded services marketing mix) the company has to deal with in the case study;

- **Recommendations** - discuss the means by which these services marketing issues can be addressed by the company (i.e. in terms of the integrated approach to services marketing presented in the set textbook).

As it expected that the class as a whole will discuss each case, and the presenting group's analysis of a case, everyone should have read these cases before the presentations. A copy of the slides used for the presentation should be submitted along with a cover page carrying the details on the name of the case, date presented, names of the group members and their signatures.