

SIEN5001

Foundations in Strategy, Innovation and Management

CASE STUDY REPORT GUIDE



ResMed

*Changing lives
with every breath*

THE TASK:

Imagine you are working as a strategy consultant and have been asked by one of the partners to put together a report on RESMED and how the organisation has pivoted in response to COVID-19, as well as its longer-term prospects.

Your report should evaluate RESMED's

- External environment: general and industry environment;
- Internal environment: the most significant resources and capabilities shaping the company's ability to pivot during COVID;
- Capacity to succeed in the longer term.

The report is an opportunity to analyse a case and to hone your skills in report writing. You must use the following strategic management tools taught in the unit to analyse the case:

- PESTE
- Porter's Five Forces
- Value Chain
- VIRO framework

The report should be written in discrete sections and a brief conclusion reached at the end of each section as to its meaning for the firm. These sections should be linked together so the report is an integrated and compelling analytical argument that leads to your conclusions and findings.

IMPORTANT INFO:

Length: 2,000 words (**exclusive** of references)

Due Date: Online via Canvas by 5pm on 20th September.

Weight: 30%

All assessments are compulsory. Late assessments attract penalties – 5% for everyday or part thereof up to and including ten days after the due date. For work submitted more than 10 days after the due date a mark of zero will be awarded.

Tips for writing your report:

Resources:

- Visiting the company website and gathering company's history, key resources and policies.
- Checking out the firm's press releases for useful information and data.
- Searching the business and general press for articles on RESMED and their competitors.

Style Guide:

Provide an executive summary of 100-150 words that outlines the key issues of your analysis and summarises your evaluation of RESMED. This should be self-contained and the reader should be able to understand the essence of the analysis and your recommendations without reading the body of the report. This will be included in your word count.

Avoid explicitly outlining models. Rather, demonstrate your understanding by applying the models to the case.

You should still provide a brief introduction outlining the report structure and your findings.

You must provide appropriate referencing of any data sources or quotes, using a consistent referencing style throughout the report. APA style is recommended.

While charts and graphs are important, highly detailed information, multiple charts, graphs and other supporting data of less importance are best placed in the Appendices. This material should only be included if it is referred to in the detailed report (i.e., because it is relevant). The Appendices do not count as part of the word limit.

Write in full sentences. Dot points are only for listing issues. You must still explain the issues. Do not exceed the word limit. The top end of the word limit is the UPPER BOUND. Anything beyond that will not be read. Present your ideas convincingly, creatively and concisely.

Marking:

Your report will be marked using the rubric below. Before submitting your assessment, it is useful to self-assess against the rubric to ensure you are meeting all the assessment criteria.

Assessment criteria rubric:

Criteria	F	P	C	D	HD
Disciplinary knowledge	Does not demonstrate understanding of the concepts by applying them to the case.	Demonstrates understanding of the concepts through basic application to the case.	Demonstrates understanding of the concepts through consistent application to the case.	Demonstrates good understanding of the concepts through consistent and insightful application to the case.	Demonstrates an exemplary understanding of the concepts through consistent and insightful application to the case.
Analysis and critical thinking	Does not use tools to analyse the case. Does not provide a basic evaluation of the organisation's strategy.	Uses the basic tools to analyse the case and provides a basic evaluation of the organisation's strategy.	Uses the relevant tools to analyse the case and provides a clear evaluation of the organisation's strategy.	Uses the relevant tools to analyse the case, make arguments and provides a clear evaluation of the organisation's strategy.	Uses the relevant tools to critically analyse the case, make arguments and provides insightful evaluation of the organisation's strategy.
Research skills	Sources not identified. Argument/analysis is not supported by evidence.	Sources identified. Argument/analysis is supported by evidence.	Sources identified accurately. Argument is well-supported by relevant evidence.	Sources identified accurately. Argument is well-supported by relevant evidence.	A breadth and depth of sources identified accurately. Argument is expertly supported by highly relevant evidence.
Communication	Ideas are unclear.	Expresses ideas to a basic standard. Uses appropriate grammar, spelling and punctuation.	Expresses ideas clearly. Uses appropriate grammar, spelling and punctuation.	Expresses ideas clearly and concisely. Uses appropriate grammar, spelling and punctuation.	Expresses ideas clearly, concisely and insightfully. Uses appropriate grammar, spelling and punctuation.
Form and structure	The report is illogically structured and formatting conventions have not been applied. Elements such as executive summary or introduction are missing.	Provides introduction to report Includes executive summary Uses sub-headings	Structures the report in a logical fashion and presents the material clearly with use of sub-headings.	Structures the report in a logical fashion and presents the material clearly and concisely with judicious use of sub-headings.	Structures the report in a logical and seamless fashion and presents the material clearly and concisely with judicious use of sub-headings.