

2. Final Project (10%): Case Writing of MNEs (Multinational Enterprises)

(Read it Carefully & Follow each step for the CASE WRITING / Use a formal letter IF YOU NEED)

1. Choose 'one company' among the lists (top 10 companies in Saudi Arabia)

Each group must choose one company in KSA among top 10 in the list below (by market capitalisation as of September, 2018. *Source: Reuters Eikon, Markaz Research*) Get the confirmation from Dr. Park.

1. SABIC (Saudi Basic Industries Corporation)	6. Saudi Arabian Mining Co
2. STC (Saudi Telecom Co)	7. Samba Financial Group
3. Al Rajhi Banking & Investment Corporation	8. Almarai Co
4. National Commercial Bank	9. Saudi British Bank
5. Saudi Electricity Co	10. Riyadh Bank

2. Choose the 'target market' (particular group of consumers, such as specific demographics or psychographics....) ' in Saudi Arabia or

If it is multinational company, choose 'one country' (such as UAE, etc.) - out of Saudi' as a target market.

3. Gather secondary data (from websites, news articles, magazines, etc.) about the company in 'word' file (as much as possible) as below

Students must gather data as much as possible about the chosen company and topic, industry in Word File (just copy & paste at this stage). Include those information below:

- 1) **Company:** History, Founder profile, CEO profile, products and services, Information or any news articles related to your chosen topic.
- 2) **Main 3 competitors** only in KSA, or out KSA if your target market is foreign country (not world)
- 3) **Market size, Market share, and other information more about industry.**
(Ex. Automobile industry, fashion industry, food industry, e-commerce industry, bank industry, etc.)

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- 4) News about the company (from news articles, magazines, websites, etc.) → collect all
 5) References: Do not forget to put all references

(Followed the APA Reference style form. See the sample paper's references form)

* Please, don't put the photos (such as CEO, Founder, products,...)

4. Based on the collected data about the company,

Choose only one appropriate topic which you can illustrate with your collected data:

Each group must choose only one appropriate topic in the list.

(You must be "Specialist" to make an "in-depth research paper")

No	Topics
1	Business level strategy - Differentiation
2	Business level strategy - Differentiation vs. Cost Leadership (or both)
3	Business level strategy - Focus strategy
4	Corporate level strategy -related Diversification
5	Corporate level strategy - unrelated Diversification
6	Corporate level strategy - M&A, Strategic Alliance, Joint Venture
7	Global strategy - Globalization vs. Localization (out of Saudi)

5. Email or Phone interview (if you need it for more information),

You can use my 'formal letter if a company asks - page 25.

Students must coordinate an email or phone interview to the chosen multinational company (It's not mandatory, however, I highly consider your efforts & time for your quality paper.) Students are required to interview an HR officer or Administration staff (high levelled) who can provide useful information regarding the company's policies and strategic practices. Interview questions should target data needed regarding the company's strategic management and your chosen topic. Through this assignment, students are expected to gather information about the chosen multinational company

and form a case study.

Topics	Interview Questions Sample
Corporate level strategy - unrelated Diversification	- Which entry mode to enter Saudi market? - Advantages and pitfalls of chosen strategy - What kinds of business for diversification? - Which is important business in Saudi market? - Currently what's the big issue of CEO related to this?
Global strategy - Globalization vs. Localization (in or out of Saudi - Host country)	- Which globalization strategy in Saudi or host country? - Advantages and pitfalls of chosen strategy - Currently what's the big issue of CEO related to this?
others (knowledge transfer, controls, performance)	- How to start business in the beginning in KSA? - % of foreign vs. Saudi employees, 2019 present? (compared with previous years) - Advantages and pitfalls(or barriers)of chosen strategy - Future plan of the company related to Vision2030

- 1) Find contact point and Contact by phone or email (make an appointment for interview).
- 2) Send the list of data requests and interview questions in advance (by email) before you contact, again.
- 3) Phone Interview (using voice recording to prepare for manuscript) or Email Interview

6. Case writing (contents):

The following contents must be included in the Case study.

(Please, check the sample article in advance and see the checklists from next page).

7. Submission:

- 1) Case writing paper:

Hard copy in class & Soft copy in Moodle

- 2) Deadline: further notice
- 3) see the 'grading rubric' for the case writing

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Grading Rubric for Team's case writing [Dr. Park's Class]

Course Title: Strategic Management & Business Policy (BUS495)

Group:

Student ID, Name:

Team Project		Rubric Assessment		Total score (10)
		Criteria	Perfect Score	Given Score
Case Writing	Contents	Topic & Idea development(related to 'Main Themes')	3	
		Application & Analytical skills(related to 'Discussion questions& answers')	3	
	Format	Meeting the Dr. Park's guidelines	2	
	Language	Grammar, Spelling errors, etc.	1	
	Etc. (others)	Plagiarism, meeting deadline(soft & hard copy)	1	
Sub Total			10	Out of 10
Presentation	Contents	Overall contents (PPT Slides)	2	
	Delivery	Effective presentation (voice, tone, eye contact, others)	2	
	Paper Submission	Meeting deadline, All team members attendance on presentation day	1	
Sub Total			5	Out of 5
Total				

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