BUS 120 Case Study Module

For your case study you will need to make a recommendation to the client about how to expand her business. Your recommendation should be based on information beyond your personal opinions and experiences. The information you choose to use should come from a variety of credible sources and should support your recommendation. In this module you will learn a method for organizing types of information. This will give you a framework for finding sources to use and cite in your presentation.

Begin
The “BEAM” framework is a way to analyze sources and organize your case study presentation. Watch the video on the right to for a quick overview of the BEAM framework.
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Background

Marketing management

From Wikipedia, the free encyclopedia

Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities.

entrepreneur

[ ahn-truh-pruh-nur, -noor; French ahn-truh-pruh-nor ] SHOW IPA 🎧

SEE SYNONYMS FOR entrepreneur ON THESAURUS.COM

noun, plural entreprenuers

1 a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk.
2 an employer of productive labor; contractor.
The "E" in BEAM can stand for Exhibits, Evidence, or Examples. These are pieces of information that support your argument through demonstrating the truth of a claim. You can think of a lawyer in a court room pointing to the defendant’s fingerprints as "exhibit A". The types of information that fall into this category are datasets, or visual representations of data like graphs and tables. They can also be artifacts, images, quotations, interview transcripts, or other primary sources.

"Consumers want to be engaged with community."
—KAREN FLUHARTY
STRATEGY+STYLE MARKETING

"Consumers are actually less price sensitive than previously thought and will pay more for the right card than in years past."
—Patrick Wallace, LeanIn’ Tree
The “A” in BEAM stands for Argument. An argument draws from multiple information sources to advance a claim, opinion, or perspective. Here is an editorial from the New York Times. An editorial is a typical example of an argument.

Feathering Their Own Nests

FULL TEXT
To understand the cynicism and mendacity underlying the Republican tax bill, look no further than a provision that would benefit President Trump and other property tycoons that is in the final legislation Congress is expected to vote on this week. The provision would allow people who make money from real estate to take a 20 percent deduction on income they earn through limited liability companies, partnerships and other so-called pass-through entities that do not pay the corporate tax. The beneficiaries would also include members of Congress like Senator Bob Corker, who last week decided he would vote for the bill even though Republican leaders did nothing to address his concerns about an increase in the national debt.
The final letter in BEAM stands for Method. These information sources provide a theory, perspective, or framework for analysis. You can also think of methods as a set of assumptions that an author or investigator is operating under. You could also think of method as a lens through which to look at a piece of information.

A SWOT Analysis is an example of a method.

"A SWOT Analysis helps a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives."  
You may be thinking that some of the BEAM categories can overlap. It's true! For example, an information source can provide background information and introduce a method at the same time.

On the right, there is an excerpt of a scholarly article that shows evidence and an argument. Since authors often use evidence to support their argument, you will often see these two BEAM categories close together or overlapping.

You can view the rest of this article (and more BEAM examples) here: [http://ugresearch.ku.edu/sites/ugresearch.ku.edu/files/images/general/Chen-example%20of%20BEAM.pdf](http://ugresearch.ku.edu/sites/ugresearch.ku.edu/files/images/general/Chen-example%20of%20BEAM.pdf)

NikkiP 2/23/2015, 3:16:06 PM

E: Evidence, then A: Argument

This section starts out with a quote from an interview (an Evidence source), and then relates that quote to another scholar's (Putnam's) research about social capital. The author of this paper is thus weaving together Evidence and Argument sources to present some of his Evidence and then tell the reader how that Evidence relates back to the larger academic conversation.
On the right are models illustrating Portfolio of Jobs and Porter's Five Forces.

What BEAM category would be the best fit for this kind of information?

- [ ] Background
- [ ] Exhibits
- [ ] Argument
- [x] Method

These are examples of methods, but in some cases there is overlap between BEAM categories. These could also be used as background.
This is a video that defines the meaning of the term "free market."

Which BEAM category would be the best fit for this video?

- [x] Background
- [ ] Exhibit
- [ ] Argument
- [ ] Method

This is an example of background.
Question 3

Dominique Fluker: Share your career journey. What led you to create the Digital Undivided, a social enterprise that fosters economic growth through the empowerment of Black and Latina women entrepreneurs using innovation as a tool?

Kathryn Finney: I'm a Yale-trained Epidemiologist who built my first company in the early 2000s, (an online media company focused on fashion and lifestyle, which I later sold). It was while building my company that I attended an early tech incubator in New York. There I found myself to be just one of the three women in a group of 40+ folks, and the only other person of color. This was in New York City, a city that is close to 50% people of color.
Which BEAM category would be the best fit for this New York Times editorial?

- [ ] Background
- [ ] Exhibit
- [x] Argument
- [ ] Method

This is an example of an argument.

Next Slide

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Make Laws, Not Money.

Author: The Editorial Board
Date: Dec. 23, 2019
From: The New York Times
Publisher: The New York Times Company
Document Type: Editorial
Length: 500 words

Full Text:
Members of Congress should not be allowed to buy and sell stocks, or to serve on corporate boards.

The case of Chris Collins, the New York Republican who resigned from Congress and pleaded guilty to insider trading earlier this fall, was a rare victory in the long-running battle to ensure that members of Congress do not take improper advantage of their privileged positions.
<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWOT Analysis</td>
<td>Information that provides a lens for interpreting other kinds of information. (The BEAM analysis itself is a method.)</td>
</tr>
<tr>
<td>A newspaper editorial</td>
<td>Information that outlines a case or asserts that a claim is true or false.</td>
</tr>
<tr>
<td>A thesis or opinion</td>
<td>Information used as evidence or as an example, like data, images, artifacts, and interviews.</td>
</tr>
<tr>
<td>Portfolio of Jobs</td>
<td>Information that is considered factual or uncontroversial and provides context.</td>
</tr>
</tbody>
</table>

**Background**

- “An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.” — Investopedia
- A small business is an enterprise that has fewer than 500 employees.
- The North American Free Trade Agreement was established in 1994.
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Enter your peer mentor's email address below for them to see that you have completed the tutorial. You may also enter your own email address after a semi-colon to receive a copy of your results as well.

Certificate of Completion

Certificate of Completion
This acknowledges the completion of the BUS 120 Case Study Module tutorial by test on Nov 19, 2020 09:32 AM