

Purpose

Case studies are analyses of situations or problems to be solved. They are used to communicate challenges and recommendations, in order to drive change. In this assessment, you will apply theories taught in class to a real work business scenario, helping you develop your **analysis, problem-solving, and writing skills**.

Case

In this first assessment, you are required to examine the case of a **selected organisation (Woodside Energy)** regarding its sustainability claims. This assessment your task will be to critically examine the extent to which the **case study organisation (Woodside Energy)** fulfills its societal obligations as it undertakes its business practices. Within your report, you are required to discuss the business's sustainability efforts and consider the internal and external issues, challenges and trends for the business in the medium to long term (the next 5 to 10 years).

- The purpose of this assessment is to develop:
- your capacity to analyse and comprehend the concepts, models and environments in which organisations operate in a global business setting, and
- your ability to identify the issues and challenges that impact businesses functioning within the larger societal context.

Research Question

Is Woodside Energy's claim to be 'environmentally friendly and mindful of Australia's Paris commitments' credible given they are simultaneously building one of Australia's largest gas projects?

For this assessment, please use the resources at the bottom of the checklist to complete your assignment: rubric, reading list, and case materials.

Additional Information

To help you complete this task successfully, the following resources are provided:

- *Marking Rubric* — refer to this to understand how you will be assessed
- *Cadmus Manual* — refer to this for information about academic skills (click the *book* icon in the bottom right to access the manual)

- *Checklist: How to write a Case Study* — use this to help you complete the task
- *The Case* — read this to understand the details of the case
- *Case Study Materials* — read this to understand the details of the case
- *The Reading List* - you will only use articles from the reading list, and any links from the tutorial slide decks, to complete your report. DO NOT USE OUTSIDE RESOURCES. You are not being evaluated for how well you can research, but on how well you can use the provided materials.

Checklist: How to write a Case Study

Copy + paste this checklist into the Notes section in Cadmus and tick off items as you complete them.

Step 1: Task Understanding

Read the *Instructions* and *Checklist* carefully

Read the *Guide: Rubrics* in Cadmus Manual and then your *Marking Rubric*

Read the *Example: Case Study*

Step 2: Analyse Case

Read *Case Study Materials* carefully and thoroughly

Read at least one academic journal article for each week from the *Reading List Materials*

Identify theoretical language you can use

Begin to apply (not describe) theoretical language to the *Case Study Materials*

To help you understand the situation, investigate all topics related to The Case, including:

environmental impacts of business (Wk 4)

industry & globalisation context (Wk 3)

management challenge related to business models (Wk 2)

Step 3: Identify Problems

Based on your analysis, outline the problems using this framework:

Problem: what is the primary problem? Secondary problems?

Evidence: what proof is there that these are the main issues?

Symptoms: what are the symptoms of these problems?

Relationship: how are the problems related? Independent? Related?

Results: what are the ramifications? Short term? Long term?

Step 4: Solve Problems

Based on your analysis, outline the potential solutions using this framework:

Alternatives: what are all the possible solutions?

Limitations: what limits are there on the possible solutions?

Suitability: are the solutions reasonable given the circumstances?

Costs: what are the costs? Advantages? Disadvantages?

Outcome: which possible solution best solves the problem?

Step 5: Submit Draft

Submit your report [as a draft](#) before the 4th tutorial - week 4 is a workshop to help you complete A1. This draft will not be marked and you will not receive written feedback. The draft is to help you check your similarity percentage. As well, you can bring your draft to class to receive verbal feedback.

Step 6: Tutorial Discussion

Engage in a discussion with your peers about your process, sharing valuable insights and ideas.

More instructions will be provided in class

Step 7: Write Study

Write your 1500 word (+/- 10%) case study using this structure:

Introduction: provide a brief overview of the case, major problems identified and recommended solutions. The introduction is the 'roadmap' for the report. (~ 150)

Context: identify major problems and link to relevant theory/evidence (~ 250)

Analysis: summarise the major problems and outline the alternative solutions as presented in modules 2 (business models), 3 (globalisation), 4 (environmental impacts of business). Make sure to USE (not describe) theoretical terms you have picked up from the academic resources (~ 700)

Recommendations: sum up the main points from the Analysis and contribute your own insights on the credibility of Woodside's claim to be '*environmentally conscious*' (~ 200)

Reflection: what insight(s) did you have about the inter-connectedness of the business model to globalisation and environmental impacts? (~ 200)

References: add an end-text reference list (*does not add to word count*)

TIP: to avoid plagiarism, you must give credit if you use the work of others (see Referencing section in Cadmus Manual)

Step 8: Review

When you have completed your Case Study, review your work carefully for spelling, grammar or other errors

Check that citations and references match

Read the *Marking Rubric* again to check that you have met the criteria

Step 9: Submit Final

Submit your completed Case Study before the final due date

Remember: You can [submit your work as many times as you like before the due date](#).

Check your email for a submission confirmation email

Once graded, review feedback in Cadmus

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