Template Case Study



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| SLOGAN/TAKE AWAY MESSAGE:  * For dissemination/marketing reasons |
| KeyWoRDS:  * Maximum of 4 keywords |
| ABSTRACT:  * General overview * 150 words |
| Introduction To Situation (storytelling) |
| * Introducing the situation and relevant characters (soap opera) * 750 – 950 words |
| Description of Characters And Family Background |
| * Relevant information about involved characters * Description of different views (at least one quote per character) * Relevant family background * Optional: family tree * 1150 – 1450 words |
| Information about Family BUsiness |
| * Relevant Information about the business * 400 – 800 words |
| Problem To Solve |
| * Information about critical situation * 450 – 650 words |
| Questions |
| * Covering two topics * Two questions per topic |
| INSTRUCTIONS FOR STUDENTS |
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| EVALUATION |
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*Max. 5-8pages*

Ein Bild, das Text enthält.

Automatisch generierte Beschreibung