



TEMPLATE CASE STUDY

 **ÜLYSSES**

DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS





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
<ul style="list-style-type: none">• Information about critical situation• 450 – 650 words
QUESTIONS
<ul style="list-style-type: none">• Covering two topics• Two questions per topic
INSTRUCTIONS FOR STUDENTS
<ul style="list-style-type: none">•
EVALUATION
<ul style="list-style-type: none">•

Max. 5-8pages



ÜLYSSES

DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS

