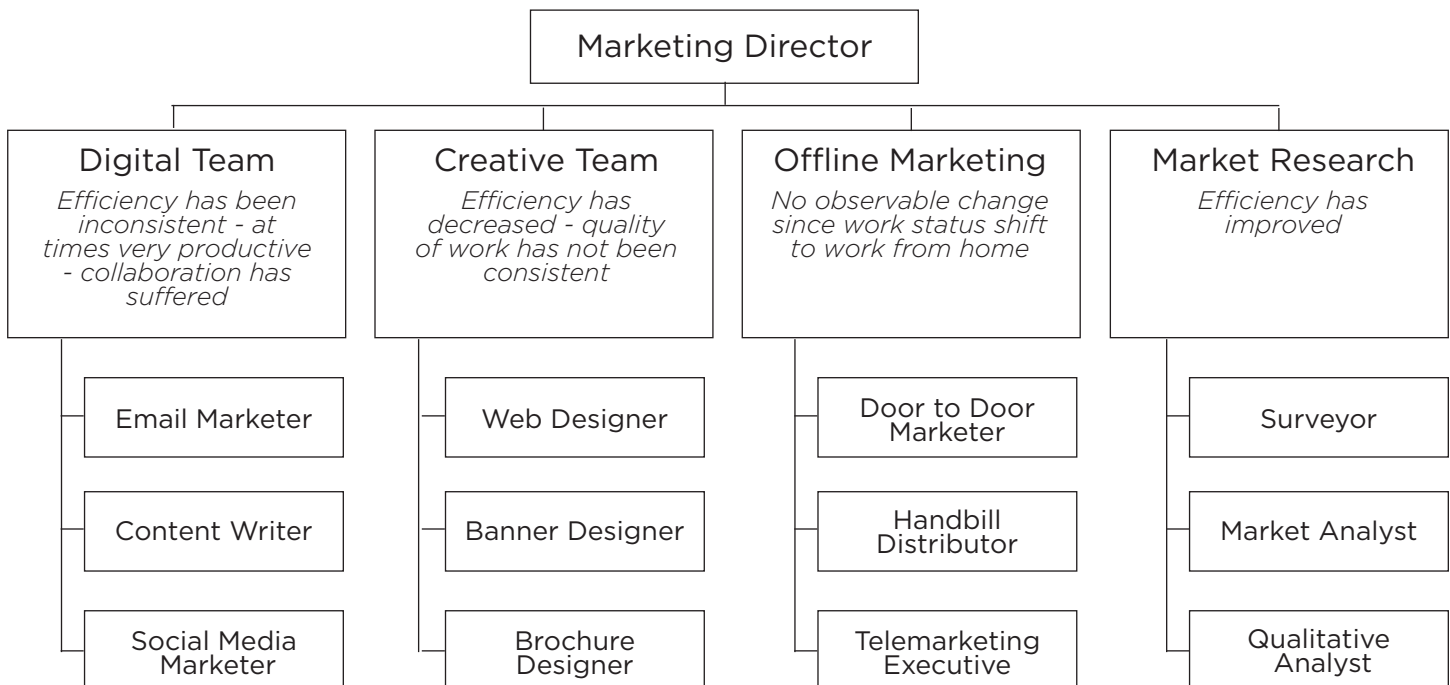


CASE STUDY CHALLENGE *BUSINESS OPERATIONS*

EVENT SITUATION

You are to assume the role of Marketing Director for Create4U, a marketing firm that offers marketing services for digital and offline marketing campaigns. When the Coronavirus hit the United States in March 2020, Create4U closed its offices and sent 90% of staff to work at home status. After evaluating the work being performed in all departments it seems that efficiency is suffering in some departments but rising in others.



Create4U is now ready to partially open its offices back up. As the Marketing Director, you have been asked to present a proposal to the CEO (judge) for bringing some employees back into the building and motivating others while they continue to work from home.

The proposal you develop should provide the CEO (judge) with details about why you feel your proposal will increase overall efficiency and motivation across all departments.

Items to include in your solution:

- Understand operation's role and function in business to value its contribution to a company.
 - PI: Describe the use of technology in operations (OP:191) (SP)
- Implement organizational skills to improve efficiency and workflow.
 - PI: Coordinate work with that of team members (OP:230) (CS)
 - PI: Coordinate activities with those of other departments (OP:196) (SP)
- Maintain workflow to enhance productivity.
 - PI: Monitor and ensure completion of delegated tasks (OP:354) (SP)

CASE STUDY CHALLENGE
BUSINESS OPERATIONS

JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Describe the use of technology in operations?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Coordinate work with that of team members?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Coordinate activities with those of other departments?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Monitor and ensure completion of delegated tasks?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						