Case Study – Conifer Corporation

(Student Name)

Westcliff University

BUS 540: Organizational Behavior

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Date

Case Study – Conifer Corporation.

This is generally one paragraph. Think of it like an abstract or introduction. This section, if written properly, can actually act as the abstract for this paper. It will, in a sense, set up the rest of the paper, which is the review of the case, analysis, recommendations, and the summary and conclusions sections. Remember that you got this information from the textbook. Consequently, you should cite McShane and Von Glinow (2013). You should NOT write “According to the textbook” as your reader has no idea who or what is that.

If there is a second paragraph, it will look like this. The entire paper should be written in third person narrative.

**Review/Analysis of the Case**

In this section, you will briefly describe what you will cover. It should only take a few sentences.

**Symptoms Indicating That Something is Going Wrong**

This section will address the question, “What symptom(s) in this case suggest(s) that something has gone wrong?”

**Main Causes of the Symptoms**

This section will address the question, “What are the main causes of the symptom(s)? You will put your response to the second question here, in essay format.

**Executive Actions to Correct the Problem**

This section will address the question, “What actions should executives take to correct the problem(s)?You will put your response to the third question here, in essay format.

**Conclusion**

This section will tie together all sources used for this case study, conclusions drawn from the reading and any inconsistencies. This section will generally be one to two paragraphs.

References

See examples below:

Barzani, R. S. (2014). Studying the effects of business strategies on the organization's performance in regards to human resources' policies at the social security insurance companies based. International Journal of Academic Research in Business and Social Sciences, 4(5), 549-561.

Chopra, M., Munro, S., Lavis, J. N., Vist, G., & Bennett, S. (2008). Effects of policy options for

human resources for health: An analysis of systematic reviews. The Lancet, 371(9613),

668-74.

Holt, D. (2016). Branding in the age of social media. Harvard Business Review (online). Retrieved from: https://hbr.org/2016/03/branding-in-the-age-of-social-media

McShane, S., & Von Glinow, M. (2017). Organizational behavior (8th ed.). New York, NY: McGraw-Hill

You must also provide a reference for all sources used to support the case study. (Note: As a minimum, the textbook and six additional peer-reviewed sources will be used and referenced.)