

Instructions for the ALPHA Case Study

The case study is extracted from some ASCC archives and rearranged; it has a twofold objective: to help you consolidate your SCOR methodology understanding with a virtual exercise and to put it in practice by working in team. This is close to what happens in real world.

Split your work in two phases:

- a) read the ALPHA Company profile by your own. In this phase you capture what is relevant for you and note it down or just follow your preferred methodology. You will find that some information and data are critical, some other are just descriptive. Go also through the ppt storyboard material; it is a summary of key company descriptors and of the 1+4 phases of a SCOR Improvement Program, including some exercises to complete.
- b) Work with your team and discuss the case study together. Maybe you want to assign roles internally. In this phase you are expected to do the following:
 1. Fill and complete the 8 exercises embedded in the ppt material. They are not just numerical, but almost managerial as you have to decide and agree what to include.
 2. Prepare a simple ppt presentation. You can include the exercises and you may want to add any slide, with any content you consider relevant to best describe your ALPHA improvement program.
 3. Each team, on October 22nd will deliver a 15 to 20' presentation (put it on a USB pen drive) to illustrate their solution and recommendations to the rest of the group. Nominate a speaker/s, the more you share fairly among your team mates the better it will be.

Importantly, there is no single and correct solution, so any plan you generate will be a valid one, as long as it is consistent with SCOR and is agreed in the team. This is how it goes in companies, where there is a group of managers who analyse the business and decide on plans; afterwards the customers, the market success and the shareholders satisfaction will give the final response.

Have a productive study session !