

Case Analysis Guidelines and Rubric Overview

In this course, you will complete three Case Analysis assignments. These will be due in Modules Three, Five, and Seven.

Main Elements

Procedure

1. **Read the Case:** The first step is to get acquainted with the situation. Read through the case and assess what is going on. Who are the key players? What information is available to you? Go back and reread the case carefully, paying particular attention to case facts.
2. **Define the Problem:** Put yourself in the place of the decision makers in the case. What are the critical issues?
3. **Build your Analysis:** Gather the important facts and concepts in the case. Build a theme for your analysis and establish the importance of the problems you have identified. Answer the questions provided with the case.
4. **Recommendations:** Based on your analysis provide any recommendations for courses of action or possible alternative solutions.

Deliverable

Case analyses must include the following items:

- Title page containing case name and date
- Brief summary of the situation in the case
- Identification of problems or issues
- Analysis of the problems or issues/answers to case questions
- Your recommendations and clear reasoning for your decision
- References if applicable

Format

Case Analysis Assignment #1: Les Alexander & the Houston Rockets

Read the following articles that describe Les Alexander's portfolio including the Houston Rockets and Rocket Capital. As you read through the articles, think about the financial principles of portfolio investments and how assets can complement each other. Take note of the key stakeholders including Les Alexander, Kenneth Huang, Red McCombs, Jeremy Lin, and Yao Ming. For the assignment, integrate your responses to the questions below into a 3-page, double-spaced paper. Respond in a single narrative rather than answering each question separately.

Financial Portfolios – The Houston Rockets and Jeremy Lin

[Rocket Fuels Chinese Cars](#)

[Brilliance Auto Introduces the Rocket Capital/Red McCombs Investment Consortium as Strategic Investor](#)

[A Profile of Kenny Huang: Liverpool's Potential New Owner](#)

[Profile: Slick Deal-Maker Kenny Huang Is No Billionaire but His Contacts Could Be Key to Affluent Liverpool Future](#)

[A Deal-Maker on Wall Street, an Altruist in China. But Can Huang Be a Saviour at Anfield?](#)

[Anatomy of a Deal: How the Rockets Landed Jeremy Lin](#)

[Rockets' Signing of Lin Bodes Well for Their New TV, Radio Homes](#)

[Rocket Capital](#)

Questions

1. Describe Les Alexander's portfolio of businesses and the role of the Rockets in this portfolio.
2. What do business partners Red McCombs and Kenneth Huang bring to Rocket Capital?
3. Although Huang's attempts to purchase Liverpool failed, describe how this acquisition could have benefited Rocket Capital.
4. How might the signing of Jeremy Lin boost the business of Rocket Capital?
5. Why might Jeremy Lin be worth more to the Houston Rockets than any other NBA team?

Case Analysis Assignment #2: Minnesota Vikings Stadium

Read the articles below that describe the negotiation process between the Vikings and Minneapolis, St. Paul, and the state of Minnesota. As you read through the articles, think about our discussions on public subsidies and economic impact. Take note of the role played by Zygi Wilf, Roger Goodell, and the Minneapolis City Council. For the assignment, integrate your responses to the questions below into a 3-page paper. Respond in a single narrative rather than answering each question separately.

Building a Stadium: The Minnesota Vikings and Public Financing

[Two More Plans to Build Vikings Stadium Emerge](#)

[Stadium Deal May Test Minneapolis Charter](#)

[NFL Warning of Sale, Move Adds Pressure for Stadium Deal](#)
[Public on Hook for Vikings Stadium Overruns](#)
[Vikings Stadium Clears Final Hurdle](#)
[Target Center a Winner in Vikings Stadium Deal](#)
[The Economic Impact of Minnesota Vikings Game Attendees: A Playoff Example](#)
[Vikings Financial Overview](#)

Questions

1. How does the Vikings stadium deal illustrate the monopoly powers of the NFL?
2. What would you expect the economic impact of the new stadium to be? Compare to Vikings statements about the impact.
3. How might the Arden Hills site have fit with Wilf's portfolio of real estate management?
4. In your opinion, if a municipality committed to building a stadium, would you prefer the usage of pull-tabs and gaming devices or a tax increase? Why?
5. After agreeing upon the stadium deal, Forbes increased the value of the Vikings by 22%. Explain financially why the value of the franchise would increase.

Case Analysis Assignment #3: Manchester United

Read the articles below that describe the history of IPO in sport, including the recent offering from Manchester United. As you read through the articles, compare motivations and incentives of owning a professional sports team and the reasons companies are taken public. Consider the trend of privatization of European soccer clubs and the value of these clubs to investors. For the assignment, integrate your responses to the questions below into a 3-page paper. Respond in a single narrative rather than answering each question separately.

[What Money Can't Buy](#)
[Manchester United Said to Consider Moving Stock Sale to U.S.](#)
[Manchester United Picks NYSE for IPO](#)
[Manchester United Soccer Team IPO Gets a Yellow Card](#)

[Manchester United Lines Up Stock Market Debut](#)
[Analyst Debate: Is Manchester United a Top Stock?](#)

Questions

1. What is the role of banks when a company decides to offer an IPO?
2. Why did the Glazers elect to list Manchester United on the NYSE instead of in London or Singapore?
3. How does the structure of European soccer impact the financial prospects of the Manchester United stock?

4. What do you expect for the future of the Manchester United stock? Value? Reacquisition by the Glazers?
5. Do you think that other teams will attempt to raise capital through IPOs? Why or why not?

Case Analysis Rubric

Requirements of submission: Written components of projects must follow these formatting guidelines when applicable: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. Your case write-ups should be approximately 3 pages long including charts and figures.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Identification of the Main Issues/Problems	Demonstrates a clear and deep understanding of main issues/problems in the case study	Demonstrates deep understanding of main issues/problems in the case study	Demonstrates limited understanding of main issues/problems in the case study	Demonstrates superficial understanding of main issues/problems in the case study	25
Analysis of the Issues/Problems	Makes appropriate, insightful, and powerful connections between the issues/problems and the theory	Makes appropriate and insightful connections between the issues/problems and the theory	Makes appropriate but somewhat vague connections between the issues/problems and the theory	Makes little or no connections between the issues/problems and the theory	25
Recommendations	Makes realistic, appropriate, and insightful recommendations clearly supported by the information presented. All case questions are answered thoroughly	Makes realistic and appropriate recommendations clearly supported by the information presented and the theory from the chapter. All case questions are answered	Makes realistic or appropriate recommendations supported by the information presented and the theory from the chapter. Case questions are somewhat answered	Makes unrealistic or inappropriate recommendations. Case questions not answered	25
Writing (Mechanics/Citations)	Writing demonstrates a sophisticated clarity, conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized. Uses APA guidelines accurately and consistently to cite sources	Writing is accomplished in terms of clarity and conciseness and contains only a few errors; includes sufficient details and relevant data and information; well-organized. Uses APA guidelines with minor violations to cite sources	Writing lacks clarity or conciseness and contains numerous errors; gives insufficient detail and relevant data and information; lacks organization. Reflects incomplete knowledge of APA guidelines	Writing is unfocused, rambling, or contains serious errors; lacks detail and relevant data and information; poorly organized. Does not use APA guidelines	25
Earned Total					100%