# Y:\Sales\JST - Shared\Official customer training\Design assets and materials\Let your training journey begin_header image.pngTraining activity: *SAGE Business Cases*

# Activity

**Aim:** To build your confidence and experience in using ***SAGE Business Cases*** for future study and research projects.

**Task:** You are going to create a list within the ***SAGE Business Cases***platform:

* If you are a student or a researcher, this could be related to a current assignment or project that you are working on;
* If you are Faculty, this could be for a lecture or module that you are teaching;
* If you are a Librarian, this could be for an information skills workshop that you are hosting.

Using what you know about ***SAGE Business Cases***, explore the platform to find resources to add to your list:

1. Choose the business and management topic that you would like to search for.
2. Using the search and browse options, explore the ***SAGE Business Cases***platform to find some suitable cases on your chosen topic. Spend time reading these cases to see which ones you find most interesting, relevant or useful.
3. Using the table on the next page, make a note of the title of at least two cases that you could add to your list.
4. Consider why you like each case, and how you could use it. Make some notes in the columns provided.
5. If you haven’t done so already, create your free profile, then add your chosen cases to a new list.

When looking for resources for your chosen topic, you may like to apply some of the following criteria:

* Cases that consider the topic from **multiple or contrasting perspectives**;
* Cases that incorporate **reflection activities or exercise questions**;
* Cases from **well-known authors and academics**;
* Anything else you find interesting.

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| **Case name** | **Why do I like this case?** | **How could I use this case?** |
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| **Case name** | **Why do I like this case?** | **How could I use this case?** |
| Case: [Women and Leadership: Challenges for Daughters Taking Over Family Businesses](http://sk.sagepub.com/cases/women-leadership-challenges-daughters-taking-over-family-businesses?fromsearch=true) | This case offers 2 perspectives on some of the specific challenges faced by women in holding a more prominent role, or in being considered for a leadership position, in a family business.  It can help with encouraging students to think more broadly about how gender stereotypes and expectations can affect succession choices. | The two perspectives could be used in a role-playing situation where students each take on a ‘character’. The participants are asked to isolate all the issues that they feel should be discussed, and then to form an opinion about how to proceed and what steps should be taken next. Then the groups should discuss their agendas with each other as if in a family (business) meeting. |
| Case: [Succession in the Family Business: Challenges for Successors From an Entrepreneurial Perspective](http://sk.sagepub.com/cases/succession-in-the-family-business-challenges-for-successors) | Focuses on the case of ‘Kronmann Wholesale and Retail’, detailing the succession process from eighth to ninth generation.  This case provides an opportunity to identify factors that determine the success of the complex succession process of family businesses, as well as to identify the challenges successors face during the course of family business succession. | Discussion focus on some key questions: ‘How can success in succession be defined?’, ‘Can the two successors at KWR be considered entrepreneurs?’, ‘Describe the exit style of the predecessors – do you think it was good? How might it be done differently?’, and ‘What are some of the psychological aspects involved in predecessor-successor relationship? What role do the values of “tradition” and “history” play in the KWR succession?’ |
| Case: [“My Dad or my Boss?” The Story of a Family Hotel](http://sk.sagepub.com/cases/my-dad-or-my-boss-the-story-of-a-family-hotel?fromsearch=true) | The case demonstrates how the hotel owner hires a business consultant, to help him better understand how his family business is managed. The consultant applies different tools for family business analysis: the three-systems model; the three-axes model; the genogram.  These tools provide a way for students to begin to understand how to perform their own analysis, think critically about the success of each methods, and link theory to practice. | Students can read the case, and focus on a number of discussion questions related to:   * Advantages and disadvantages of each family business analysis tool; * How to identify and avoid family/role conflict?; * Analysis of the hotel owner’s leadership style; * Relating elements of the case to the concept of SEW (socio-emotional wealth); * The solutions that the business consultant might present to the hotel owner. |

**Model activity table: examples based upon a faculty member teaching about the topic of “succession in family businesses”**