

New Agenda

Business English Through Case Studies

‘The purpose... is to make students think about the case study and its problems in depth – **to encourage problem analysis**’

(David Cotton)

Case study analysis

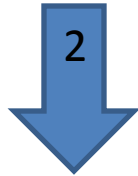
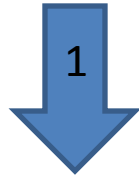
Brief – Introduction to the problem



Dilemma



Discussing the options



Decision



Conclusion

Supporting materials:

Tonya Trappe, Graham Tullis

Intelligent Business Style guide (Upper-
Intermediate)

p. 20-21, 24-25, 28-29