Case study based on POLC framework guidelines – 2024
BCA, Fifth Semester

Course title: Introduction to Management (3 cr.)

Course code: CAMG 304

Year/Semester: III/V

Prepared by

Research & Extension Committee

United College

Kumaripati, Lalitpur, Nepal

December 2024

Outlines

Overview

This case study report requires the students of the BCA fifth semester at United College to apply the **POLC** (Planning, Organizing, Leading, Controlling) framework to a real or hypothetical scenario within their course subject, **Introduction to Management**. The objective is to assess their understanding of core management principles and demonstrate the practical application of the POLC framework in managing an organization or project. The case study should focus on how each component of POLC is applied in a management context, outlining the planning process, organizational strategies, leadership methods, and control mechanisms. This exercise will help students develop critical thinking and problem-solving skills as they analyze how businesses can effectively manage resources and lead teams toward achieving objectives. This case study provides an opportunity for students to showcase their ability to integrate theoretical knowledge with real-world management practices, ultimately contributing to their overall academic performance in the course.

Purpose

The purpose of the case study report is to provide students of the BCA 5th semester at United College with an opportunity to apply the theoretical concepts learned in the Introduction to Management course, specifically the POLC (Planning, Organizing, Leading, Controlling) framework. By conducting this case study, students will develop a deeper understanding of management practices and demonstrate their ability to analyze and solve real-world business problems.

Outcomes

After preparing the case study report based on the POLC framework, BCA fifth semester students will gain a comprehensive understanding of how management theories are applied in practice. They will develop stronger analytical and problem-solving skills by evaluating real or hypothetical business situations, identifying key challenges, and proposing effective solutions. The process will also enhance their ability to communicate complex ideas clearly and professionally through structured report writing. Additionally, students will gain hands-on experience in applying the POLC framework to real-world scenarios, improving their decision-making abilities, and boosting their confidence in managing projects and teams.

Evaluation

In line with the university's internal assessment criteria, the case study report contributes 20 marks out of the total 40 marks allocated for internal evaluation. The report will be assessed on factors such as its overall structure, the depth of analysis, the effective application of the POLC framework, and the clarity in presenting key management concepts. The evaluation process will be conducted by the faculty member teaching

Introduction to Management in collaboration with the research coordinator, ensuring a thorough review of the students' understanding and application of management principles.

Volume of report

The case study report should be between **5000 to 7000 words**, covering all the outlines provided in the guidelines. This includes a comprehensive analysis of the **POLC framework** (Planning, Organizing, Leading, and Controlling) as it applies to the selected case study. The report should be well-structured, with clear sections addressing the planning process, organizational strategies, leadership approaches, and control mechanisms, ensuring each component is thoroughly explored. Students are expected to demonstrate their understanding of management concepts by analyzing the case in detail and presenting their findings in a logical, concise, and professional manner. The report should reflect in-depth research and a clear application of theoretical knowledge to real or hypothetical management scenarios.

Deadlines

The process for preparing and submitting the case study report will follow a structured timeline. First, an orientation session will be held in the second week of the semester. During this session, the Research Coordinator, along with the concerned **Introduction to Management** subject teacher, will guide students on how to approach and write the case study report based on the POLC framework. Next, students will begin working on their reports under the supervision of their designated supervisor. Students are required to complete and submit the report within ten days after the first terminal exam. Once the reports are submitted, students will need to prepare a PowerPoint presentation showcasing their findings and analysis from the report. Students will receive a notification from the RMC regarding the presentation date. As part of the evaluation process, finally, the concerned subject teacher and the Research Coordinator will conduct the final evaluation of the case study report and presentation, which will be worth 20 marks of the internal assessment.

Data collection

For the case study report, students can choose between two data collection options: focusing on an existing company or creating a hypothetical company.

Option 1: For an existing Company

> In this option, students will identify a real company that has implemented the POLC framework in its management processes. To collect data, students can conduct internet research by searching for information on companies that have successfully applied the framework. This may include reviewing company websites, annual reports, press releases, and management strategies shared publicly by the company. Additionally, students can look for case studies or

articles in business journals that describe the company's use of planning, organizing, leading, and controlling. If possible, students may also consider conducting interviews or surveys with employees or management to gain first-hand insight into how the POLC framework is practically applied in the organization.

Option 2: For a hypothetical Company

Alternatively, students can create a hypothetical company and apply the POLC framework to its management structure. In this case, data collection involves designing a fictional company by deciding its industry, size, goals, and organizational structure. Students will then develop a management strategy for the company based on the POLC framework. This includes planning the company's objectives, organizing resources and teams, leading the workforce, and controlling processes to ensure goals are met. Students can build realistic scenarios to demonstrate how the company might address challenges using each component of the POLC framework, incorporating theoretical management concepts to support their ideas.

Topic for case study based on POLC framework

1. A Case Study of Apple Inc. Based on POLC Framework
2. A Case Study of Amazon Based on POLC Framework
3. A Case Study of Google (Alphabet) Based on POLC Framework
4. A Case Study of Microsoft Based on POLC Framework
5. A Case Study of Tesla Inc. Based on POLC Framework
6. A Case Study of Samsung Electronics Based on POLC Framework
7. A Case Study of Nike Inc. Based on POLC Framework
8. A Case Study of Coca-Cola Based on POLC Framework
9. A Case Study of PepsiCo Based on POLC Framework
10. A Case Study of McDonald's Based on POLC Framework
11. A Case Study of Starbucks Based on POLC Framework
12. A Case Study of Walmart Based on POLC Framework
13. A Case Study of Toyota Motor Corporation Based on POLC Framework
14. A Case Study of IBM Based on POLC Framework
15. A Case Study of General Electric (GE) Based on POLC Framework
16. A Case Study of Facebook (Meta) Based on POLC Framework
17. A Case Study of Procter & Gamble Based on POLC Framework
18. A Case Study of Intel Corporation Based on POLC Framework
19. A Case Study of Unilever Based on POLC Framework
20. A Case Study of Airbnb Based on POLC Framework

Note: Besides the aforementioned companies, students are free to select any other company of their choice for the case study. Alternatively, students can create a fictional company and explore how they would plan, organize, lead, and control to achieve the company's objectives using the POLC framework.

Plagiarism policy

The case study report submitted by students must not exceed 10% plagiarism, as determined by the college's plagiarism detection tool, iThenticate. If the report exceeds this threshold, the student will be notified and required to revise and correct the plagiarized sections before resubmitting. If, after revisions, the report still contains more than 10% plagiarism, it will be rejected. This policy is designed to maintain academic integrity and ensure the originality of the students' work. Proper citation and referencing of all sources are mandatory to avoid plagiarism. Students are encouraged to conduct thorough research, paraphrase effectively, and properly attribute ideas, data, and information from external sources to uphold the highest standards of academic honesty throughout the trend analysis report writing process.

Technical guidelines

S/N	Particular	Descriptions			
1	**Chapter heading**	Font: Times New Roman		Size: 16	Align: Center
2	**Sub-heading**	Font: Times New Roman		Size: 14	Align: Left
3	**Body part**	Font: Times New Roman		Size: 12	Align: Justification
4	**Margin**	Left: 1.5	Right: 1	Top: 1	Bottom:1
5	**Spacing:**	1.5			
6	**Alignment**	Justification			
7	**Page number**	Font: Roman numeral for preliminary Arabic number for main body		Size: 12	Align: Lower center of the page

Outlines of case study based on POLC framework

Title page
Self-declaration
Supervisor's recommendation
Acknowledgement
Abstract
Table of contents

Chapter -1: INTRODUCTION
1.1 Company overview
1.2 Objectives of the study
1.3 Scope and limitations

Chapter -2: POLC Framework
Planning
Organizing
Leading
Controlling
Challenges and solutions

Chapter - 3: SUMMARY, CONCLUSION, AND RECOMMENDATION
Summary
Conclusion
Recommendation

REFERENCES

Explanation

Title page: This should contain the full title of the case study, which is a clear and descriptive representation of the study, such as "A Case Study of [Company Name] Based on the POLC Framework." It should also include the student's full name, course title (e.g., BCA, Introduction to Management), institution name, and the date of submission.

Self-declaration: In this section, you declare that the case study report is your own independent work and has not been copied or plagiarized from other sources. You should also confirm that the case study is written exclusively for academic evaluation and has not been submitted elsewhere.

Supervisor's recommendation: It typically includes a few sentences recommending the case study for evaluation, acknowledging the student's effort and progress. The supervisor should also sign the recommendation and provide their designation. For example, "I have reviewed the case study and confirm that it adheres to the necessary academic guidelines. I recommend this work for evaluation."

Acknowledgement: In the Acknowledgement section, you express gratitude to those who supported or assisted you in preparing the case study. You should thank your supervisor for their guidance, any faculty members who contributed, and anyone else

who helped with research, data, or writing. The section should be formal and concise, highlighting key people or organizations that played a significant role in your work.

Abstract: The Abstract should summarize the entire case study in a concise manner, typically 150-250 words. It should briefly describe the company or hypothetical company being studied, the purpose of the case study, the application of the POLC framework, and key findings or recommendations. The abstract serves as a preview of the report, allowing the reader to quickly understand the content and scope of the case study.

Table of contents: This section provides a structured list of all chapters, sections, and subsections within the report. It should include page numbers for each section, making it easy for the reader to navigate through the case study. The sections should be clearly labeled (e.g., Chapter 1: Introduction, Chapter 2: POLC Framework) and organized hierarchically to reflect the report's structure.

Chapter 1: INTRODUCTION

1.1 Company overview: In this section, include basic information such as the company's founding, its mission, products/services, and its market position.
- If you're analyzing a real company, include details about its history, major achievements, and its role within its industry.
- If you're studying a hypothetical company, provide a thorough description of its fictitious background and core activities, including the industry it operates in and its key objectives.

1.2 Objectives of the study: In this section, you clearly define the goals and purpose of your case study. This includes outlining what you intend to achieve by applying the POLC framework, such as analyzing the company's planning, organizing, leading, and controlling processes. You should also identify any specific areas you'll focus on (e.g., leadership style, resource allocation, goal-setting), helping the reader understand the primary focus of your research.

1.3 Scope and limitations: This section sets boundaries for your study by specifying what areas of the company will be analyzed and any constraints that might limit your research. The scope defines what will be included in the case study, such as specific departments, management strategies, or business processes. The limitations may include factors such as lack of access to certain company data, time restrictions, or reliance on secondary research. This helps set expectations about the depth and breadth of the analysis.

Chapter 2: POLC framework

2.1 Planning: In this section, describe how the company approaches the planning process. This includes strategic, tactical, and operational planning, along with the methods used to set short-term and long-term goals. Discuss how the company formulates its vision and mission, prioritizes objectives, and allocates resources to achieve them. If applicable, mention any planning models or tools the company uses (e.g., SWOT analysis, PESTLE analysis) and how they contribute to effective decision-making. Highlight the role of leadership in guiding the planning process and aligning it with the overall strategy.

2.2 Organizing: In this section, focus on how the company structures its workforce, resources, and operations to meet its goals. This includes an analysis of the company's organizational structure (e.g., hierarchical, flat, matrix) and how roles, responsibilities, and authority are assigned within the organization. Describe how teams or departments are formed and how the company allocates resources, both human and material, to various projects or business functions. Additionally, discuss any tools or techniques the company uses to foster collaboration, communication, and coordination across different teams or divisions.

2.3 Leading: This section covers how the company's leadership motivates and influences employees to achieve the organization's objectives. Discuss the leadership style(s) adopted by the company's executives or managers, such as transformational, transactional, or democratic leadership. Explore how leadership is used to inspire employees, shape organizational culture, and ensure alignment with strategic goals. Highlight any motivational strategies, such as performance incentives, employee development programs, or team-building initiatives, and discuss how they contribute to creating a high-performance culture within the company.

2.4 Controlling: In this section, describe how the company monitors and evaluates its performance to ensure that it stays on track to achieve its goals. This includes setting performance standards, measuring actual performance, and taking corrective actions when necessary. Discuss how the company uses various control mechanisms, such as key performance indicators (KPIs), financial reporting, and audits, to track progress. Additionally, mention any systems used to assess quality, efficiency, or customer satisfaction, and how feedback is incorporated into decision-making processes for continuous improvement.

2.5 Challenges and solutions: In this section, identify any major challenges the company faces in each of the four areas of the POLC framework (planning, organizing, leading, and controlling). Discuss internal and external factors that may create difficulties, such as

market competition, resource limitations, employee resistance to change, or changing customer demands. For each challenge, explain how the company addresses or has addressed these issues, and describe the solutions or strategies implemented to overcome them. Highlight any lessons learned from these challenges and how the company has adapted its management practices to stay competitive and efficient.

Chapter 3: SUMMARY, CONCLUSION, AND RECOMMENDATION
3.1 Summary: In this section, briefly recap the key points and findings from the entire case study. Summarize the main aspects of the company's application of the POLC framework, including how planning, organizing, leading, and controlling are implemented within the organization. Highlight the major challenges the company faced in these areas and the solutions or strategies that were applied. Keep this section concise and focused on the main ideas, offering a clear snapshot of the overall study without introducing new information.

3.2 Conclusion: Based on the analysis, draw conclusions about the company's management practices and how effectively the POLC framework has been applied. Discuss how the company's approach to planning, organizing, leading, and controlling has contributed to or hindered its success. Address whether the company has achieved its objectives, how the management practices align with best practices, and any areas for potential improvement. This section should not introduce new information but rather reflect on the insights gained from the analysis.

3.3 Recommendation: In this section, provide actionable suggestions for the company based on your findings. These recommendations should be aimed at improving the company's management practices and helping it achieve its objectives more effectively. For each area of the POLC framework (planning, organizing, leading, and controlling), offer practical solutions or strategies that the company can adopt to overcome challenges, enhance performance, or improve efficiency. Recommendations should be based on both your analysis and any challenges the company faced, ensuring that they are relevant and feasible.

REFERENCES
This section should include a list of all the sources cited in your case study report. These could include books, journal articles, websites, and other scholarly sources. The citations should follow the APA 7th Edition format, which includes the following general format for different types of references:

> **Books**:
> Author, A. A. (Year). *Title of work: Capital letter also for subtitle*. Publisher.
> Example:
> Kotter, J. P. (1996). *Leading change*. Harvard Business Press.

Journal Articles:

Author, A. A. (Year). Title of article. *Title of Periodical, Volume*(Issue), pages.

Example:

Smith, J. A. (2019). The impact of leadership styles on organizational success. *Journal of Management, 35*(4), 123-140.

Websites:

Author, A. A. (Year, Month Date). Title of webpage. *Website Name.* URL

Example:

Doe, J. (2020, January 5). How to apply the POLC framework in modern businesses. *Management Insights.* https://www.managementinsights.com/polc-framework

Tribhuvan University

Faculty of Humanities and Social Sciences

A CASE STUDY OF …..name of company……..

[POLC Framework]

A REPORT

Submitted to

Department of Computer Application

United College,

Kumaripati, Lalitpur

In partial fulfillment of the requirement for the Bachelors of Computer Application

Submitted by

<Full Name>

Exam Roll No.:……..

TU Regd. No:………

Month, Year

Under the Supervision of

<Supervisor Name>

Tribhuvan University

Faculty of Humanities and Social Sciences

A CASE STUDY OF …..name of company……..

[POLC Framework]

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Declaration

I hereby declare that the case study based on POLC framework titled "<title of case study>" submitted by me to the Faculty of Humanities and Social Sciences, in partial fulfillment of the requirements for the Bachelor of Computer Applications (BCA) degree, is an authentic record of my own work carried out under the supervision of <Supervisor's Name>. This report has not been submitted previously, either in part or in full, for the award of a degree or any other similar academic qualification in any other institution or university. I affirm that all the information, data, and findings presented in this report are true to the best of my knowledge and belief.

<Name of student>

Date:

Tribhuvan University

Faculty of Humanities and Social Sciences

United College

Supervisor's Recommendation

I hereby recommend that this case study based on POLC framework prepared under my supervision by <name of student> entitled <Title of case study> in the partial fulfillment of the requirements for the degree of Bachelor of Computer Application (BCA) is recommended for the final evaluation.

……………………

<Name of Supervisor>

Supervisor

United College

Kumaripati, Lalitpur

Tribhuvan University

Faculty of Humanities and Social Sciences

United College

LETTER OF APPROVAL

This is to certify that this case study based on POLC framework prepared by <name of the student> entitled "<Title of case study>" in partial fulfillment of the requirements for the degree of Bachelor in Computer Application has been evaluated. In our opinion it is satisfactory in the scope and quality as a project for the required degree.

…………………………….. <Name of supervisor> Supervisor United college	……………………………. <Name of research coordinator> Research Coordinator United college

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Closing note:

While preparing the case study based on POLC framework, students must work closely with their concerned supervisor, who is responsible for guiding them throughout the process. Supervisor should ensure that the case study report follows the prescribed guidelines regarding structure, content, and formatting. Adherence to this guideline is crucial for maintaining the quality and consistency of the case study report, ensuring it aligns with academic and institutional requirements. This collaborative approach helps students present their work effectively and meet the expected academic standards.

Dr. Binod Lingden
Research Coordinator
United College
Kumaripati, Lalitpur