

Case Study No. 2

This case study aims to introduce the concept of a business case as it relates to project management. For your submission, a preliminary business case will be submitted that answers the following questions related to the assigned topic:

- What is the problem or business opportunity being addressed? Make sure to provide some background on the situation.
- How can the problem be addressed, or how can the organization take advantage of the opportunity?
- Based on the problem or opportunity, provide a minimum of three (3) viable options to address the situation. Discuss the following in your response:
 - Constraints/challenge (time, money, human resources)
 - Benefits/value to the organization
 - Feasibility (can it be done)
 - Risks if selected
- Rank the options and explain how the ranking was determined (did you have a checklist of necessary items, etc.) and which one will be pursued and why.

Modality:

- PowerPoint, Prezi, Canva, Padlet, etc.
- The case study will be an in-class presentation using visual slides. Be creative but make sure that your slides contain answers to these questions. The presentation should be no longer than 15 to 20 minutes. Take your time to answer the questions. All team members must take part in the verbal in-class presentation.

Teams and Topic:

- Getting younger players to the tables in the Casinos
- State of Texas marketing/tourism campaign

Due Date:

The in-class presentation will be on Tuesday, March 1, 2022. The Discussion board will be due on Thursday, March 3, 2022, by 11:59 p.m. The discussion board will provide feedback to the other team on their presentation, both the presentation and the content—constructive feedback presented professionally.