

Case Study Role Plays

Chapter 1 Role Play: The Case for Flexibility

After you plan and practice the following role play, perform it for the class.

- Scenario: Tom Jacobson meets with Walter Harrington to discuss offering flexible job arrangements and training programs to the employees at TJE.
- Setting: The office of TJE President Tom Jacobson
- Goal: Tom Jacobson hopes to persuade Walter Harrington to implement flextime, part-time jobs, job-sharing, family leaves, and a daycare center.

Chapter 2 Role Play: The Case for Going Global

After you plan and practice the following role play, perform it for the class.

- Scenario: Sergei Markov meets with Alexei Romantov to consider whether Phonetika should go global.
- Setting: The Phonetika conference room in Moscow, Russia
- Goal: Alexei Romantov wants to arrive at an agreement with Sergei Markov that Phonetika will become a global corporation.

Chapter 3 Role Play: The Case for Mergers

After you plan and practice the following role play, perform it for the class.

- Scenario: George Harris, Patrick Fitzgerald, and Paula Bergman meet to discuss the options that International Airlines (IA) can choose to prevent a hostile takeover by Roland Crane.
- Setting: The IA conference room
- Goal: Patrick Fitzgerald wants to persuade George Harris and Paula Bergman to agree to a merger with Worldwide Airlines (WA).

Chapter 4 Role Play: The Case for Language

After you plan and practice the following role play, perform it for the class.

- Scenario: Luciana Saliba offers Rogerio de Almeida the opportunity, financed by Quantum SA, to study for a graduate degree at the University of Texas.
- Setting: Luciana's office at Quantum SA in Curitiba, Brazil.
- Goal: Rogerio wants to explain the pros and cons of accepting this opportunity and explain his reasons for rejecting it.

Chapter 5 Role Play: The Case for Brand Names

After you plan and practice the following role play, perform it for the class.

- Scenario: Jorge Hernandez talks to Alejandra Santos about his assignment to choose a new brand name for FMF.
- Setting: Jorge's office at FMF in Mexico City, Mexico
- Goal: Jorge hopes to get Alejandra's support for his choice of a new brand name.

Chapter 6 Role Play: The Case for E-Commerce

After you plan and practice the following role play, perform it for the class.

- Scenario: The eight members of the Taitech corporate executive group meet to consider selling new entertainment products.
- Setting: The executive conference room at Taitech in Taiwan
- Goal: Chen-Hao Hu wants to convince the executive group that Taitech should sell adult entertainment products.

Chapter 7 Role Play: The Case for Computer Crime

After you plan and practice the following role play, perform it for the class.

- Scenario: David Burnside talks to Karen Hanley about her computer abuse at E&G Insurance.
- Setting: A cafe near Karen's apartment in Toronto, Ontario.
- Goal: David intends to make Karen understand the possible legal consequences of her actions and persuade her to close her business, Hanley Associates.

Chapter 8 Role Play: The Case for Cloning

After you plan and practice the following role play, perform it for the class.

- Scenario: Valerie and Michael O’Sullivan talk with Dr. Edgar Bellino about whether to adopt a child or to use cloning.
- Setting: Dr. Bellino’s office in San Francisco, California
- Goal: Valerie hopes she can persuade Michael to have a baby through cloning after he listens to Dr. Bellino’s explanation of the technique.

Chapter 9 Role Play: The Case for Longevity

After you plan and practice the following role play, perform it for the class.

- Scenario: Vijay Ramachandas talks with Eliot, the coordinator of the study, about the discouraging results of the Imortale study.
- Setting: Vijay’s office in Madras, India
- Goal: Vijay and Eliot have to decide whether to stop the study of Imortale or to continue it.

Chapter 10 Role Play: The Case for Equality

After you plan and practice the following role play, perform it for the class.

- Scenario: Abla Shobadi and Abdullah Najar talk about whether to get married.
- Setting: Abla’s house in Amman, Jordan
- Goal: Abla and Abdullah try to reach a decision on the future of their relationship.

Chapter 11 Role Play: The Case for Expatriate Training

After you plan and practice the following role play, perform it for the class.

- Scenario: Denise Chapman and Junichiro Yasuda have their initial meeting at Akuta Corporation in Tokyo, Japan.
- Setting: Mr. Yasuda’s office in Akuta Corporation in Tokyo, Japan
- Goal: Denise Chapman wants to make a good impression on Mr. Yasuda and to discuss her new assignment as Marketing Manager for Akuta Japan.

Chapter 12 Role Play: The Case for Negotiations

After you plan and practice the following role play, perform it for the class.

- Scenario: Carolyn Goodman and Paul Wendt meet with Han Su, Wu Mai, Chen Qin, and Zeng Li to present their proposal for a joint venture between Investese and Chan Ching.
- Setting: The conference room at Chan Ching in Shanghai, China
- Goal: Carolyn Goodman and Paul Wendt want to get acquainted with Han Su, Wu Mai, Chen Qin, and Zeng Li and to lay the groundwork for a joint venture between Investese and Chan Ching.

Chapter 13 Role Play: The Case for Management

After you plan and practice the following role play, perform it for the class.

- Scenario: Juan Carlos Delgado meets with members of upper management at Delgado Mobiliario to talk over problems in the company: employees who come to work late, leave early, or don't show up at all; low morale among the workers; and sloppy work habits.
- Setting: The President's office in Delgado Mobiliario in Barcelona, Spain
- Goal: Juan Carlos hopes to get feedback from upper management about the management techniques that he could use to improve the situation at Delgado Mobiliario.

Chapter 14 Role Play: The Case for Entrepreneurship

After you plan and practice the following role play, perform it for the class.

- Scenario: Maria Laura Flores meets with Carola Casari to discuss the possibility of taking the position of Director of the IMF Training Institute
- Setting: Carola Casari's office at the IMF in Washington, DC
- Goal: Carola Casari intends to persuade Maria Laura Flores to accept the position of Director of the IMF Training Institute.