

Sigma CaseCast



- 1 One part of your assignment is to present your findings from this task in a short video of 2.5 minutes (preferably screencast).
- 2 Further, we ask you to submit your analysis to make the workload put into this assignment transparent and to support the standardized assessment of the group task.
Format: 10 - 12 slides (ppt.) or 3 - 4 pages (word, single-spaced, max. 12 pt.) without cover sheet/title slide and appendix.
- 3 The following instructions may help you to develop both:

Aspects to be addressed in your analysis	Additional information
<p>What organization did you choose and why? Which of the SDGs does the organization address?</p>	<p>Shortly describe the organization you are working on for your case analysis. Describe the organizational/industry background and the SDGs it addresses.</p> <p>If the organizational strategy addresses a broad range of SDGs, we recommend focusing on 2, max. 3 for a concise and in-depth analysis.</p>
<p>Critically analyze the organization's strategy to achieve the SDGs. Address these questions:</p> <ul style="list-style-type: none"> • What does the organization do to address its set sustainability goals? • What is done well? • Where are gaps? • What are issues or challenges the organization needs to address? • What are your conclusions from the analysis? • What recommendations would you give them and why? 	<p>Describe the organization's strategy to address the SDGs. Analyze good practices as well as underlying issues that are probably not reported by the organization itself.</p> <p>Conclude your analysis and give recommendations for the organization based on your learnings from the modules, data and facts, and a critical reflection.</p> <p>Argue why your recommendations would support the organization in its corporate strategy to achieve the SDGs Support your arguments with specific data or facts where necessary</p>
<p>Appendix</p>	<p>Include</p> <ul style="list-style-type: none"> - A complete list of references (APA Style guidelines) - List of each group member's contribution (table or bullets)

Aspects to be addressed in your video	Additional information
<p>How can you describe the organization you are working very briefly? What information is the most relevant to include?</p>	<p>The first part of your CaseCast provides the context information about the organization. Due to the time restrictions, this part should not be longer than 45 seconds.</p>
<p>What are the main findings from the critical analysis? What are your conclusions? What would you recommend?</p>	<p>This is the main part of the Case Cast. Explain to the audience how the organization plans to address the SDGs. List some key aspects like good practices as well as underlying issues and critically evaluate them. Give 2-3 recommendations for the organization and underpin them with data and facts where necessary.</p>