

TO: Integrated Consulting Module (MBA-B610)—Presentation Evaluators

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Professor of Marketing and International Business

-John Jordan, Distinguished Lecturer/Executive-in-Residence

DATE: November 27, 2001

SUBJECT: Informational materials for panel evaluators—Integrated Consulting Module – Watlow Electric Manufacturing Company

Thank you for your willingness to serve as evaluators of the Integrated Consulting Module student presentations. Enclosed are materials for the Fall 2001 strategic case study of Watlow Electric Manufacturing Company, a world-wide manufacturer and marketer of heating and temperature control products and systems used for numerous industrial processes. They are comprised of a summary of Watlow's business environment; an indication of the presentation ground rules, course background, and the strategic issue that student teams will address; a list of the student teams; a copy of the student evaluation form; a schedule for the presentations on December 12th; and a site map for parking and building location. We hope this information will help you in your task of evaluating the student teams.

- You will see that there are five student teams. They are divided between the two evaluator panels of which you are part.
- The evaluation form should serve as a guide. It includes a section for both presentation skills, and for content, along with additional sheets for comments. We have provided this form to the students so that they know what you are using as a basis for evaluating their work.
- The presentation schedule will indicate the room and the team assignments. We have allotted 30 minutes for each team (20 min. for presentation and 10 min. for questions). We have told them that they will be strictly held to this time limit.

We will meet in my office, DS 200 (**the Dean's Office**), in Davis-Shaughnessy Hall at the Cook School of Business at 5:30 p.m. and walk over to the adjacent Cook Hall (CK 238) for a light dinner on Wednesday, December 12, 2001. We will then proceed to our respective rooms where the presentations will begin promptly at 6:30 p.m.

If you have any questions you can reach me (Steve) at 977-2476. If you need further directions to the Business School or my office and I am not available, please ask for Ms. Christine Rogers, my administrative assistant. Please note that parking coupons will be available upon arrival.

Again, thank you for your valued assistance.

INTEGRATED CONSULTING MODULE

Presentation ground rules: There will be two evaluator panels. One panel will have three student teams to evaluate and the other will have two. Each team has been scheduled for a 30 minute time slot, beginning at 6:30 PM, Wednesday, December 12th. The evaluator panels and assigned rooms are as follows:

Panel I – CK 232
(Teams I, III, & V)

- Steve Miller
(SLU-Marketing/I.B.)
- Rob Vitale
(Westgate Group)
- Steve Desloge
(Watlow Electric)
- Doyle Banks
(SLU-Accounting/Strategy)

Panel II – DS 273
(Teams II & IV)

- Paul Boughton
(SLU-Marketing/Strategy)
- John Kueneke
(News-Press & Gazette Broadcasting)
- Dennis Plummer
(Monsanto)
- Rick Mathieu
(SLU-MIS/Strategy)

We have told the teams that their presentation should run no more than 20 minutes. They should absolutely not exceed this time frame. The evaluators should stop the presentation at 20 minutes. This will allow 10 minutes for questions. It is important to stay on a timely schedule.

Course Background

The Integrated Consulting Module is a 2 credit hour capstone course for graduating MBA students. It is designed to place emphasis on cross-functional learning and integrated business strategy, and to be responsive to trends in graduate business education toward team-based, experiential learning. The course has a team teaching format, utilizing executives-in-residence as coaches and mentors, and involves a “live case” approach in which managers from one or more companies present a strategic problem to be addressed by student teams. The case problem may be a past issue experienced by the firm, or a business problem currently being faced by the firm. Company senior-level executives are asked to present the case to the class, provide issue development support by way of documentation, and team meetings, and to take part in final project evaluations.

The Strategic Issue– Watlow Electric Manufacturing Company

- A strategic assessment of Watlow’s market entry strategy for the Japanese OEM market and the wider Asian manufacturing platform to realize increased international sales revenue.

Student teams will generally follow an outline that has been suggested to them and looks like the following:

- Introduction
- Situation Assessment—*company objectives, current company strategy, & competitor/industry trends*
- Problems/Issues Found in Situation Assessment
- Strategic Alternatives to Address Problems/Issues
- Recommended Strategy & Rationale—*a defensible business proposition*

PROJECT PRESENTATION EVALUATION FORM

Team making presentation (team no.#): _____.

The team is graded as a whole, however, you may make notes about individuals on the back or on a separate sheet.

<u>Presentation quality</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>
1. Quality of oral presentation (were points made clearly and concisely?)	[]	[]	[]	[]
2. Quality of visual aids used (were they clearly and easily interpretable?)	[]	[]	[]	[]
3. Quality of time allocation (was time allocated well in presenting the project?)	[]	[]	[]	[]
<u>Analysis quality</u>				
4. Quality of situational analysis (how well did the team lay out the market environment and situational factors which affect the plan?)	[]	[]	[]	[]
5. Quality of key issue analysis (how well did the team describe what appear to be the major problems, key issues & opportunities for the firm?)	[]	[]	[]	[]
6. Quality of overall analysis (did the team use proper business tools, techniques, and concepts in an effective analysis of the case problem?)	[]	[]	[]	[]
7. Recommendations. (did the team make specific recommendations that address the key issues raised in question #5?)	[]	[]	[]	[]
8. Overall evaluation of the quality of the analysis and presentation.	[]	[]	[]	[]

COMMENTS: (if needed, use back of page or additional sheets that are provided)

EVALUATOR: _____.

