

Extra Credit Project 2018

Due April, 16 at 23:00

This project is optional. It can be undertaken in groups of up to 3 students.

Theme: Present your own case study that pertains to one of the subjects from the course.

Assessment: The projects will be graded on the following qualities: research quality, originality of the case, writing of the story, completeness of coverage of the actual events, connection to course material, arguments on how the industry was affected. Technical analysis is not necessary.

| Extra credit | |
|---------------------|---------------|
| Excellent projects: | 5 - 6 points* |
| Good projects: | 3 - 4 points* |
| Decent projects: | 1 - 2 points* |

**points are per participant towards the score of the entire course*

Directions:

1. Your sources do not have to be necessarily academic. You can collect information from news articles, websites, videos, or any other reasonably credible sources you can find.
2. You can do your own investigation but deep original scientific research (building models or running regressions) is neither required, nor recommended.
3. The case must be motivated from IE and the narration must be kept connected to IE throughout the entire paper. Use your knowledge from the course to tie the facts from the sources to IE.
4. A general presentation of a company or an industry or issues that pertain *mostly* to other fields (law, tech, sociology, history, management, marketing etc.) do not qualify as an IE case study.
5. Good projects will have to be *interesting*. Pick cases that have some exciting twist, something that will captivate the reader.
6. The average length of the representative paper is around 1,500 words but you can deviate from this number as needed, since length and quality are usually uncorrelated. I have encountered excellent papers with 900 words on short but brilliant cases as well as with 3,000 words on more complicated cases with several developments.
7. Your paper must be focused on the case. Avoid long introductions presenting the entire history of the industry or the product or other generalities if they are not needed for understanding the case. Cover only the facts that are necessary for your case. Cluttering of useless information reduces the quality of the work.
8. The presentation of events must be *spherical*. That is, if there are different views for the facts, they must be included in the paper.
9. It is not recommended to use more than one case unless you are absolutely confident that the multiple cases can be presented under *one unified context* or are somehow *depended* on each other.
10. You may use cases that I presented in the lecture only if you offer *significant added value* to them or view them from a different angle.

11. Cooperation in groups *always* produces better projects. Individual projects are never anything more than decent. I *very-very strongly* recommend that you work in groups complementing each-other.
12. Cite all claims with superscripts pointing to footnotes in your paper. I need to know where you picked each single fact up. In the end of the paper list all sources of information. For information available on the free internet provide links. For information that cannot be accessed freely attach files.
13. Optionally you may pitch your idea to me during my office hours to get my opinion and some general guidance. However, my participation on the supervision of this project will be kept brief and minimal.
14. The most interesting cases may be used in the next years' lectures under the name of the authors.
15. For your information, I read all the papers carefully from the beginning to the end with great interest. Do not bother submitting projects done with copy-paste in just a couple of hours. It will take me much less time to give zero to such papers than it will take you to put them together.
16. You will not need to present the paper in front of an audience.

Submission: Email the project to kmarinakis@hotmail.com till April 15 at 23:00. The project can be either in pdf or docx format.

Plagiarism or unethical practices will be prosecuted to the full extent of HSE regulations and will result in consequences beyond the assessment of this project.

All projects from 2017 are available on the website.

By submitting a project you automatically give the (non-exclusive) right to HSE to publicize segments or the entire work under the name of the authors for educational purposes or any other non-commercial use.