

**TABLE 1. List of Cases**

Case	Case Title	Video Title	URL
1	Mystic Monk Coffee	Monks Sell Coffee to Raise Funds for Monastery	<a href="https://www.youtube.com/watch?v=QyFxDUDFB_4">https://www.youtube.com/watch?v=QyFxDUDFB_4</a>
1	Mystic Monk Coffee	Profit-Sharing in the Coffee Industry	<a href="https://www.youtube.com/watch?v=TmLLyKlUkSI">https://www.youtube.com/watch?v=TmLLyKlUkSI</a>
2	Airbnb in 2016: A Business Model for the Sharing Economy	Airbnb's International Growth Strategy	<a href="https://www.youtube.com/watch?v=QsF4VHriFFY">https://www.youtube.com/watch?v=QsF4VHriFFY</a>
2	Airbnb in 2016: A Business Model for the Sharing Economy	Airbnb's VP of Product on Growth and Planning for the Future	<a href="https://www.youtube.com/watch?v=o1RMH8WQtAQ">https://www.youtube.com/watch?v=o1RMH8WQtAQ</a>
3	Amazon.com's Business Model and Its Evolution	Amazon.com Business Strategy in 2000s - Profit vs Growth - Long Runway for Success	<a href="https://www.youtube.com/watch?v=lvzRrx5-He4">https://www.youtube.com/watch?v=lvzRrx5-He4</a>
4	Costco Wholesale in 2016: Mission, Business Model, and Strategy	Jim Cramer Discusses Why Costco is King	<a href="https://www.youtube.com/watch?v=mCU1hLF7jE0">https://www.youtube.com/watch?v=mCU1hLF7jE0</a>
4	Costco Wholesale in 2016: Mission, Business Model, and Strategy	Nightly Business Report: Costco Strikes a New Deal	<a href="https://www.youtube.com/watch?v=05Oji32ZYks">https://www.youtube.com/watch?v=05Oji32ZYks</a>
5	Competition in the Craft Beer Industry in 2016	US Craft Beer Producers Looking to Conquer Overseas Markets	<a href="https://www.youtube.com/watch?v=yRU6V20RQbA">https://www.youtube.com/watch?v=yRU6V20RQbA</a>
5	Competition in the Craft Beer Industry in 2016	Is the Craft Beer Market Getting Too Crowded?	<a href="https://www.youtube.com/watch?v=BbSnoTBZV8">https://www.youtube.com/watch?v=BbSnoTBZV8</a>
6	TOMS Shoes in 2016: An Ongoing Dedication to Social Responsibility	TOMS: The Business of Footwear and Philanthropy	<a href="https://www.youtube.com/watch?v=TvVle_W9epI">https://www.youtube.com/watch?v=TvVle_W9epI</a>
6	TOMS Shoes in 2016: An Ongoing Dedication to Social Responsibility	TOMS Launches One-for-One Coffee Company/Fortune	<a href="https://www.youtube.com/watch?v=EiKsC8BIYhw">https://www.youtube.com/watch?v=EiKsC8BIYhw</a>
7	Fitbit, Inc.: Has the Company Outgrown Its Strategy?	Fitbit CEO: We Don't Target Same Consumers as Apple	<a href="https://www.youtube.com/watch?v=7E1pglBm7bs">https://www.youtube.com/watch?v=7E1pglBm7bs</a>
7	Fitbit, Inc.: Has the Company Outgrown Its Strategy?	Fitbit CEO: Upping the Wellness Game!	<a href="https://www.youtube.com/watch?v=yobOs-mgHmE">https://www.youtube.com/watch?v=yobOs-mgHmE</a>
8	Under Armour's Strategy in 2016 - How Big a Factor Can the Company Become in the \$250 Billion Global Market for Sports Apparel and Footwear?	How Under Armour Overcame Its Underdog Odds/How It Made It/CNBC	<a href="https://www.youtube.com/watch?v=Q3VO2pGMl0k">https://www.youtube.com/watch?v=Q3VO2pGMl0k</a>
8	Under Armour's Strategy in 2016 - How Big a Factor Can the Company Become in the \$250 Billion Global Market for Sports Apparel and Footwear?	Under Armour's Game Plan	<a href="https://www.youtube.com/watch?v=i4S08vwUMgw">https://www.youtube.com/watch?v=i4S08vwUMgw</a>
9	Lululemon Athletica, Inc. in 2016: Can the Company Get Back on Track?	Lululemon Athletica: Don't Customize, Configure	<a href="https://www.youtube.com/watch?v=dKuyxqpX6po">https://www.youtube.com/watch?v=dKuyxqpX6po</a>
9	Lululemon Athletica, Inc. in 2016: Can the Company Get Back on Track?	Lululemon Resales is Big Business	<a href="https://www.youtube.com/watch?v=eVtqvXMd2fo">https://www.youtube.com/watch?v=eVtqvXMd2fo</a>
10	Gap Inc.: Can It Develop a Strategy to Connect with Consumers in 2016?	Why is Gap Closing 175 Stores in North America	<a href="https://www.youtube.com/watch?v=TdARiQlrfGgE">https://www.youtube.com/watch?v=TdARiQlrfGgE</a>
10	Gap Inc.: Can It Develop a Strategy to Connect with Consumers in 2016?	GAP Inc. to Open Store in India	<a href="https://www.youtube.com/watch?v=NvTFww6E53Y">https://www.youtube.com/watch?v=NvTFww6E53Y</a>
11	Uber in 2016: Can It Remain the Dominant Leader of the World's Fast-Emerging Ridesharing Industry?	Uber's Plan to Get More People into Fewer Cars/Travis Kalanick	<a href="https://www.youtube.com/watch?v=pb-rJGgVlo">https://www.youtube.com/watch?v=pb-rJGgVlo</a>

11	Uber in 2016: Can It Remain the Dominant Leader of the World's Fast-Emerging Ridesharing Industry?	Uber's Business Model: A Rare Look at the Numbers	<a href="https://www.youtube.com/watch?v=2yc6N_Ofycw">https://www.youtube.com/watch?v=2yc6N_Ofycw</a>
12	Panera Bread Company in 2016 – Is the Company's Strategy to Rejuvenate the Company's Growth Working?	Panera Bread Kicks Turnaround Plan into High Gear after Interest from Activist Luxor Capital	<a href="https://www.youtube.com/watch?v=Lhui00Z5v8g">https://www.youtube.com/watch?v=Lhui00Z5v8g</a>
12	Panera Bread Company in 2016 – Is the Company's Strategy to Rejuvenate the Company's Growth Working?	Panera Bread: Pinnacle of the Bakery-Café Category	<a href="https://www.youtube.com/watch?v=4tahwpPORh8">https://www.youtube.com/watch?v=4tahwpPORh8</a>
13	Chipotle Mexican Grill in 2016: Can the Company Recover from Its E. coli Disaster and Grow Customer Traffic Again?	The Secret Recipe of Chipotle's Success	<a href="https://www.youtube.com/watch?v=xGZqnBRbHA">https://www.youtube.com/watch?v=xGZqnBRbHA</a>
13	Chipotle Mexican Grill in 2016: Can the Company Recover from Its E. coli Disaster and Grow Customer Traffic Again?	Bill Ackman Is Going to Make Chipotle Great Again	<a href="https://www.youtube.com/watch?v=FrVxBsKn5rk">https://www.youtube.com/watch?v=FrVxBsKn5rk</a>
14	GoPro's Struggle for Survival in 2016	GoPro CEO on New Camera Drone, Company Performance	<a href="https://www.youtube.com/watch?v=LOZB-UV71NI">https://www.youtube.com/watch?v=LOZB-UV71NI</a>
14	GoPro's Struggle for Survival in 2016	CEO: Leading GoPro Is Like Racing a Car	<a href="https://www.youtube.com/watch?v=co5i0JA34nl">https://www.youtube.com/watch?v=co5i0JA34nl</a>
15	Tesla Motors in 2016: Will Its Strategy Be Defeated by Low Gasoline Prices and Mounting Competition?	Tesla's Battery Marketing Strategy Is Brilliant: Patterson	<a href="https://www.youtube.com/watch?v=9cdW1xDUdRA">https://www.youtube.com/watch?v=9cdW1xDUdRA</a>
15	Tesla Motors in 2016: Will Its Strategy Be Defeated by Low Gasoline Prices and Mounting Competition?	Tesla Now the Maker of the World's Fastest Production Car	<a href="https://www.youtube.com/watch?v=hc1W2kE4T-s">https://www.youtube.com/watch?v=hc1W2kE4T-s</a>
16	The South African Wine Industry in 2016: Where Does It Go from Here?	South Africa's Booming Wine Industry	<a href="https://www.youtube.com/watch?v=1zz1ZQG6H0M">https://www.youtube.com/watch?v=1zz1ZQG6H0M</a>
16	The South African Wine Industry in 2016: Where Does It Go from Here?	Opportunities & Challenges in S.A.'s Wine Industry	<a href="https://www.youtube.com/watch?v=0m7FwzPIfT0">https://www.youtube.com/watch?v=0m7FwzPIfT0</a>
17	Ford Motor Company: New Strategies for International Growth	Ford's Europe's SUV Strategy with Jim Farley, CEO at Frankfurt IAA	<a href="https://www.youtube.com/watch?v=HS8TI93eX-Y">https://www.youtube.com/watch?v=HS8TI93eX-Y</a>
17	Ford Motor Company: New Strategies for International Growth	Innovation Is Key to Ford's Strategy: Jim Buczkowski	<a href="https://www.youtube.com/watch?v=YnRiUAu0Vj8">https://www.youtube.com/watch?v=YnRiUAu0Vj8</a>
18	The Green Music Center at Sonoma State University	Green Music Center // Corporate Story	<a href="https://www.youtube.com/watch?v=8C9wLQPTIis">https://www.youtube.com/watch?v=8C9wLQPTIis</a>
19	Ricoh Canada Inc.	Ricoh Americas Corporation Interview (EN)	<a href="https://www.youtube.com/watch?v=jITCChzGgQ8">https://www.youtube.com/watch?v=jITCChzGgQ8</a>
19	Ricoh Canada Inc.	Ricoh - Business Transformation - Cross Media 2012	<a href="https://www.youtube.com/watch?v=tMQAdk6AHu8">https://www.youtube.com/watch?v=tMQAdk6AHu8</a>
20	Mondelēz International: Has Corporate Restructuring Produced Shareholder Value?	Why Hershey Rejected Mondelez's \$23B Takeover Offer	<a href="https://www.youtube.com/watch?v=pZ21Y4RGqc">https://www.youtube.com/watch?v=pZ21Y4RGqc</a>
20	Mondelēz International: Has Corporate Restructuring Produced Shareholder Value?	Mondelez CEO on Turnaround: "Be Straight with people"	<a href="https://www.youtube.com/watch?v=Lo—UseFhCE">https://www.youtube.com/watch?v=Lo—UseFhCE</a>
21	LMVH in 2016: It's Diversification into Luxury Goods	Louis Vuitton Rules Global Luxury as Top Brand of 2015	<a href="https://www.youtube.com/watch?v=nMtCOAdFipY">https://www.youtube.com/watch?v=nMtCOAdFipY</a>
21	LMVH in 2016: It's Diversification into Luxury Goods	Inside Louis Vuitton's Success	<a href="https://www.youtube.com/watch?v=UfyOpfSRLdE">https://www.youtube.com/watch?v=UfyOpfSRLdE</a>
22	Robin Hood	Sheryl Sandberg: What I Learned from Google	<a href="https://www.youtube.com/watch?v=7TWI8L2oWYo">https://www.youtube.com/watch?v=7TWI8L2oWYo</a>

22	Robin Hood	Insights on Leadership: Sara Blakely, Sir Richard Branson, and Richard Anderson on Advice	<a href="https://www.youtube.com/watch?v=UKhEuKVk0Jc">https://www.youtube.com/watch?v=UKhEuKVk0Jc</a>
23	Dilemma at Devil's Den	Chipotle Serves Up the American Dream/Mad Money/CNBC	<a href="https://www.youtube.com/watch?v=DDn4zFWD4TE">https://www.youtube.com/watch?v=DDn4zFWD4TE</a>
23	Dilemma at Devil's Den	Apple, Starbucks Show How a Winning Culture Leads to a Higher Stock	<a href="https://www.youtube.com/watch?v=3eplgBcxk2U">https://www.youtube.com/watch?v=3eplgBcxk2U</a>
24	Southwest Airlines in 2016: Culture, Values, and Operating Practices	Southwest CEO: Competitive Environment Impacts Fares	<a href="https://www.youtube.com/watch?v=F16dT0zMRB4">https://www.youtube.com/watch?v=F16dT0zMRB4</a>
24	Southwest Airlines in 2016: Culture, Values, and Operating Practices	Southwest Airlines CEO on Relationship with TSA, FAA	<a href="https://www.youtube.com/watch?v=i0ibULnU8_s">https://www.youtube.com/watch?v=i0ibULnU8_s</a>
25	Rosen Hotels & Resorts: Delivering Superior Customer Service	The Hospitality Business: Adapting to Survive - Counting the Cost	<a href="https://www.youtube.com/watch?v=m5yRTUpXxRM">https://www.youtube.com/watch?v=m5yRTUpXxRM</a>
25	Rosen Hotels & Resorts: Delivering Superior Customer Service	Harris Rosen '61, President & COO of Rosen Hotels	<a href="https://www.youtube.com/watch?v=I8rJhWiu_dU">https://www.youtube.com/watch?v=I8rJhWiu_dU</a>
26	Nucor Corporation in 2016: Contending with the Challenges of Low-Cost Foreign Imports and Weak Demand for Steel Products	What Steel Says About the U.S. Economy	<a href="https://www.youtube.com/watch?v=ga0TcBTT7ZM">https://www.youtube.com/watch?v=ga0TcBTT7ZM</a>
27	Tim Cook's Leadership and Management Style: Building His Own Legacy at Apple	Apple CEO Tim Cook: Optimism for the Future/Mad Money/CNBC	<a href="https://www.youtube.com/watch?v=kFdUa_WeTcQcQ">https://www.youtube.com/watch?v=kFdUa_WeTcQcQ</a>
27	Tim Cook's Leadership and Management Style: Building His Own Legacy at Apple	Apple: Five Years with Tim Cook	<a href="https://www.youtube.com/watch?v=LLBRVZk9Ynk">https://www.youtube.com/watch?v=LLBRVZk9Ynk</a>
28	NCAA Football: Is It Worth It?	Is It Time to Pay College Athletes?	<a href="https://www.youtube.com/watch?v=Q8IKwKbvKTY">https://www.youtube.com/watch?v=Q8IKwKbvKTY</a>
28	NCAA Football: Is It Worth It?	Crossfire: Should College Athletes Be Paid?	<a href="https://www.youtube.com/watch?v=a8Q-L5yr0Lw">https://www.youtube.com/watch?v=a8Q-L5yr0Lw</a>
29	Rhino Poaching in South Africa: Do National Parks Have Sufficient Resources to Fight Wildlife Crime?	Rhino Wards: Hunting Poachers in Kruger National Park/Special Report	<a href="https://www.youtube.com/watch?v=IV9dBOtSiOw">https://www.youtube.com/watch?v=IV9dBOtSiOw</a>
29	Rhino Poaching in South Africa: Do National Parks Have Sufficient Resources to Fight Wildlife Crime?	Combating Rhino Poaching in Africa with Drones	<a href="https://www.youtube.com/watch?v=paSVWkOfSWQ">https://www.youtube.com/watch?v=paSVWkOfSWQ</a>
30	Conflict Palm Oil and PepsiCo's Ethical Dilemma	Why Palm Oil Production Is Going Green	<a href="https://www.youtube.com/watch?v=LIGj7Wx1azE">https://www.youtube.com/watch?v=LIGj7Wx1azE</a>
30	Conflict Palm Oil and PepsiCo's Ethical Dilemma	The Human Cost of Conflict Palm Oil	<a href="https://www.youtube.com/watch?v=BHreDVWW0Fo">https://www.youtube.com/watch?v=BHreDVWW0Fo</a>

## Requirements:

- You can choose to conduct this project individually or in Group;
- Submit the progress reports (no more than 2 pages);
- Submit the final Project Report.

In your project report, you can address one or more aspects from the following key areas to discuss:

- *Industry and competitive analysis*
- *Company resources and capabilities*
- *Global or multinational strategy*
- *E-business strategy issues*
- *Diversification strategies and the analysis of multi-business corporations*