

# Active Learning Case Study

## Level 8 Business & Management Challenges

Case analysis using the Boddy Framework - Dr Sharif Alaydi

### Synopsis

This session equips students with the Boddy environmental framework, a key tool in the module. Students explore how to apply it to real-world situations using a [Ryanair case study from The Guardian](#). The Boddy framework is an integrative framework comprised of 4 levels of environments, each with at least 6 components. The task asks students to identify the connections between these variables. **Visualisation** is very important for understanding the answers.

Through group work and presentations, they:

- **Define** the Boddy framework components.
- **Apply** the framework to analyse and categorise factors influencing a business situation.
- **Integrate** theory, explanation, and examples for effective communication.
- **Develop** collaborative and presentation skills.
- **Prepare** for the group video proposal and group report (first assessment component).

Boddy framework is the main framework to be used in the first assessment component (group video proposal and group report).

### Task:

With notes from the article, students use the Boddy framework to help make sense of what is happening. What element goes where? Is that an internal or an external factor? They use the online textbook to check the definitions so that they are putting things in the correct sector.

Students are advised to **draw the framework out** (however scruffy) to help make sense of it. As they go through the process of copying, checking and reading the definitions they start to 'own' the framework.

### Activities in the session:

1. **Pre-reading:** Familiarisation with the Ryanair case study and the Boddy framework (access online textbook for definitions).
2. **Group Formation:** Joining a **pre-assigned group**.
3. **Boddy Framework Analysis (15 minutes):** Analyse the Ryanair case study using the Boddy framework. Identify relevant components and discuss their internal/external nature. Consider drawing the framework to aid in understanding.
4. **Presentation Preparation:** Each group will create a short PowerPoint presentation summarizing their analysis.
5. **Group Presentations (5 minutes per group):** Present analysis to the class, highlighting key insights.
6. **Feedback and Discussion:** Receive feedback from the tutor and peers. Consider how this activity relates to the group assignment.

**Students appreciate the use of technology for its ease of knowledge sharing and improved collaboration during group work.**

### Use of Technology:

1. Each group has a table with a screen to share their individual analyses during group discussions.
2. Each group uses their input to prepare PPT slides for the short presentation. All students can contribute to preparing the slides and provide immediate feedback to their colleagues. Presentation (PowerPoint) facilitates visualization and collaborative creation of group presentations.
3. Tutor shares the presentation slides of each group to the main screen and students stand up to present their work, promoting presentation skills practice.
4. All groups share their answers to other groups to identify differences and similarities in their answers.

### Benefits of Technology:

- **Enhanced collaboration** and knowledge sharing within groups.
- **Improved clarity and communication** through visual representation.
- **Effective resource management** (easy access and storage).

### Differences to a standard classroom:

While previously using a flip chart for group work and presentations, technology offers a more centralised resource hub, simplifies storage, and allows for easier sharing of materials both during and after class.

