

BUS 404 Groups and Assigned Cases

These cases can be found after chapter 12 in the 13th edition of the assigned text book on the normal course webpage.

(Note: The page numbers are as it appears on the PDF not as it appears on the leaves of the text)

Group	I	Group Members	Student Nos.	Assigned Cases
		Marlene Mutuntu Manda	161802038	CASE-1: <i>The Recalcitrant Director at Byte Products</i> (Pages 449-453)
		Patricia Nyota Mundy	160205058	
		Schekinah Boke Mboyo	161802050	
Group	II			
		Sema Ozturk	150803035	CASE-2: <i>The Wallace Group</i> (Pages 455-464)
		Cansu Hulus	160205002	
		Ezgi Yavuz	160205018	
Group	III			
		Arif Ileli	160205005	CASE-6 <i>Guajilote Cooperativo, Forestal, Honduras</i> (Pages 493-497)
		Bartu Ozcan	160211012	
		Kaan Akerzurumlu	151701001	
Group	IV			
		Yasar Dogu	160205006	CASE-5: <i>Starbucks Coffee Company: The Indian Dilemma</i> (Pages 471-472)
		Cemal Kara	140803579	
		Berk Sengun	160211003	
Group	V			
		Haruna Rasheed Bilye Bala	160205102	CASE-8 <i>i-Robot: Finding the Right Market Mix?</i> (Pages 525-534)
		Usman Mansur Kurfi	170205039	
		Yusirah Hamisu Ibrahim	17020555	
Group	VI			
		Joseph Abushedi Colilla	160205031	CASE-12 <i>Google Inc. (2010): The Future of the Internet Search Engine</i> (Pages 567-580)
		Muhammet Emin Copan	140205418	
		Cagri E. Suyolcu	080205094	
Group	VII			
		Mohammad Elmoghaur	160205054	CASE-13 <i>Reorganizing Yahoo!</i> (Pages 581-597)
		Bader Almassri	161803100	
		Abdulazi Emad Abu Saadah	161803034	
Group	VIII			
		Melsam S.H. Khawaje	161803032	CASE-15 <i>Marvel Entertainment Inc.: Iron Man to the Rescue</i> (Pages 621-635)
		Saed S.M. Namer	150601249	
		Nooraldeen Abuzaid	171502007	

Group	IX			
		Nedim Ogun Eren	151802007	CASE-16 <i>Carnival Corporation and PLC (2010)</i> (Pages 637-655)
		Semih Gunay	160211016	
		Fatih Veli Hiraozlu	151801015	
Group	X			
		Fatma Sucuoglu	161802002	CASE-17 <i>Chrysler In Trouble</i> (Pages 657-673)
		Betul Uslu	151802011	
		Bayram Aydin	150211011	
Group	XI			
		Tazim Faiz Pillay	161802027	CASE-19 <i>Harley-Davidson Inc. 2008. Thriving through a Recession.</i> (Pages 681-711)
		Tatenda Gubu	160211039	
		Pauline Murune	160211018	
Group	XII			
		Margarita Kapitanova	160211038	CASE-20 <i>Jet Blue Airways: Growing Pains</i> (Pages 713-728)
		Maryia Prakupchuk	161801031	
		Abdullahi Umar	151801031	
Group	XIII			
		Ali Mengene	151803009	CASE-21 <i>TomTom: New Competition Everywhere!</i> (Pages 729-744)
		Berkay Sirim	151802002	
		Oguzhan Selim Altin	150205022	
Group	XIV			
		Yaprak Aydinci	151803014	CASE-22 <i>Volcom Inc.: Riding the Wave</i> (Pages 745-763)
		Gorgi Torkadze	161802001	
		Adeeb Mauk	161803030	
Group	XV			
		Duramd H. Nkonghoataw	182005041	CASE-24 <i>Best Buy Co.Inc.: Sustainable Customer Centricity Model?</i> (Pages 761-781)
		Christian Che Chisafor	161805031	
		Victor Emmanuel	150205123	
Group	XVI			
		Sultan Sucuoglu	161802003	CASE-32 <i>Panera Bread Company (2010): Still Rising Fortunes?</i> (Pages 845-870)
		Acelya Emin	161803011	
		Umair Mughal	160107002	
Group	XVII			
		Nathalie Natacha Tetika	160205121	CASE-35 <i>Church & Dwight: Time to Rethink the Portfolio?</i> (Pages 881-892)
		Jonathan Kabuya	160205122	

		Chukwuebuka Ozigbo	131702305	
Group	XVIII			
		Berkay Basbay	160205012	CASE-26 <i>Rocky Mountain Chocolate Factory Inc. (2008): Recipe for Success?</i> (Pages 795-817)
		Mert Efe	160211015	
		Levent Burak Sezgin	150211008	