

Master in Finance

Mergers, Acquisitions and Corporate Restructurings

Writing a case study in the format of an essay

What is a case study essay?

The M&A case study for this course requires you to apply the theory on corporate strategies in M&As to a real-world example.

The case study essay should give a description of a particular M&A, its context, the business problem the bidder and the target were facing and other topics that might be of interest from a theoretical and practical point of view:

- The strategy of the bidder in that M&A or in the sequence of their recent M&As
- How the target or targets fits the bidder's strategy
- Advantages and the disadvantages for the proposed M&A
- Lessons learned from the case study

The main objectives of the case study assignment are:

- Assisting you in learning to apply the strategies in M&A to real world situations
- Making you learn actively (learning by doing) rather than passively (by simply listening to teachers or reading books)

Writing the case study in an essay format

There many ways of writing case studies. We are asking you to write it as an essay. The essay format requires you to think in three parts - introduction, body and conclusion.

The most important point to remember is to present the analysis of the case in relation to the economics of M&A and corporate strategies.

Summary

Select one bidder as your case study

What is the bidder searching in their most recent acquisitions?

What is the strategy:

- Vertical integration
- Horizontal
- Conglomerate
- Concentric

Objectives of the essay:

- Describe the strategy of the bidder
- Identify the rationale behind the acquisition/merger
- Identify the benefits realized by the M&A to the stakeholders
- Identify any stakeholder in risk of take losses from the M&A deal

The text size is aimed to be 1500 to 2500 words

Group Assignment with 3 members.

Deadline of the case study essay: 8 of March 2021

Submit the assignment in the TEAMS. If you have any difficulty send an email to jcneves@iseg.ulisboa.pt

João Carvalho das Neves, 15. Feb. 2021