



Vysoká škola
podnikání a práva



VYSOKÁ ŠKOLA OBCHODNÍ
V PRAZE



PANEURÓPSKA
VYSOKÁ ŠKOLA



WYŻSZA SZKOŁA
INFORMATYKI I ZARZĄDZANIA
z siedzibą w Rzeszowie



Financováno
Evropskou unií

Didactic manual of the teaching case study

TEACHING NOTE

1. Basic information about the case study		
Teaching case study title (case title)		Innovation under the influence of CSR in international business
Case study author	Name and surname (including titles)	Doc. Ing. Sonja Supeková, Ph.D.
	Organization (abbreviation)	PVŠ Bratislava
2. Teaching Case Study Synopsis		
<p>The case study deals with the company EUROPACK, which is a Slovak manufacturer of plastic packaging for eggs and is an important entity on the European market. Currently, the company is the most modern plant for the processing of recyclable paper and the production of paper packaging for eggs not only in Slovakia but also in the whole of Europe. It presents the market, legislative, international, but developmental specifics of business in this area. The key source of information for the creation of the teaching case study was an interview with the company's management and a research case study of this company. The case study is divided into four basic parts, which are the introduction of the company, access to opportunities, the introduction of new and innovative products and operations in international markets, and the impact of covid-19. These parts also represent the main professional focus of the case study. Each section ends with questions for elaboration and discussion.</p>		
3. Key words		
EUROPACK, egg packaging, recycled plastic, effectuation approach, causal approach, specific innovations		
4. Target groups		
<p>The case study can be used in university study programs, especially at the master's degree. A suitable study program for the use of a case study is the program of Business and Management, International Trade or programs nearby. Among the specific subjects in which the case study can be applied, we can mention Marketing and Marketing Communications, Entrepreneurship and Enterprise or Innovative Entrepreneurship.</p> <p>It is appropriate if the students solving the case study already have a basic understanding of business, market opportunities and innovation.</p>		
5. Learning objectives, key issues and questions		
<p>When working with a teaching case study, students will get to know the specifics of business in the given area. The main learning objective of the case study is to apply knowledge of business, market opportunities and innovation on a concrete example. Other learning objectives include developing the ability of critical and interdisciplinary thinking, promoting argumentation and communication skills, and the ability to present and defend one's opinions.</p> <p>Key questions students are asked to address include assessing how a company approaches opportunities and innovations and formulating proposals for opportunities and innovations that a company could focus on. Another key question is how the company could strengthen its international presence.</p>		
6. Learning strategies		
<p>For the application of the case study, discussion groups and discussions seem appropriate.</p> <p>Students first individually read the case study, analyse it and make notes on it. Subsequently, they are divided into sub-groups, within which they discuss the findings from the individual preparation of the study and then solve the identified problems and the questions formulated in the study. Subsequently, through their representatives, the individual groups present their solutions, and there is a discussion and comparison between the groups.</p> <p>It is appropriate to present and discuss the solution of the case study in stages within its individual parts.</p>		
7. Questions and assignments (discussion questions for students solving the case)		
Questions for discussion:		



- Try to evaluate the international activities of the EUROPACK company and the forms of entering foreign markets.
- What do you see as the company's exceptionality in the conditions of the Czech Republic?
- How would you characterize the approach to opportunities of the investigated company?
- Explain the impact of the global COVID-19 pandemic on business in this industry.
- In which main areas does the company apply CSR and how?
- Define the direction of the company in the nearest period.
- How would you characterize the company's innovative approach despite a portfolio with a very limited number of products.

8. References, multimedia

Video Pallettizzatore ABB Sacchi / Palletizer ABB Bags, www.youtube.com/watch?v=euaR1z_PFWk

Material description	Link
Annual report of EUROPACK a.s. for 2018	Výroční správa EUROPACK a.s. za rok 2018. Získáno 20. 02. 2022 https://www.orsr.sk/zbl.asp?ID=1023&SID=7
Annual report of EUROPACK a.s. for 2019	Výroční správa EUROPACK a.s. za rok 2019. Získáno 20. 02. 2022 https://www.orsr.sk/zbl.asp?ID=1023&SID=7
Annual report of EUROPACK a.s. for 2020	Výroční správa EUROPACK a.s. za rok 2020. Získáno 20. 02. 2022 https://www.orsr.sk/zbl.asp?ID=1023&SID=7
EUROPACK offers clear plastic egg packing	EUROPACK offer clear plastic egg packing . Získáno 20. 02. 2022. https://europack.sk/new_en/?menu=products#content_top
Company presentation, website	www.europack.sk
Financial indicators of the company	www.finstat.sk
EUROPACK company research case study	Supeková, S. (2021). <i>Výzkumná případová studie: EUROPACK.</i>
Company certification	Certifikace společnosti. Získáno 20.02.2022 https://europack.sk/new_sk/?menu=company&podmenu=certificates#content_top

9. Experience using the case

Teaching case study in the teaching of full-time master's students in SS 2021/2022 as part of teaching at the Pan-European University, Bratislava, Slovakia in degree II. St. Ing. And that for full-time (33) and full-time students (20)

The case study was solved in individual parts, where the students first familiarized themselves with the text, prepared their answers to the questions, and then the answers and comments of the students were presented and discussed through a guided group discussion. Due to the length of the educational case study, its solution in individual parts seemed appropriate.

In the case of some terms, it was appropriate to provide the students with their terminological clarification (e.g. causal and effectuation approach).

For the processing of the teaching case study, it is advisable to set aside a time subsidy in the range of approximately 4 to 5 teaching hours. However, the time allocation needed may vary depending on the breadth, depth and form of group discussion management.

10. Other (author's notes, other messages and instructions)

A limitation for the use of educational case studies can be the level and profiling of knowledge of their solvers. This limitation can be overcome by explaining the necessary terms and context (see point 9.).

Source: Own processing according to Mareš (2016)

