

## The Babson Collection

| Catalogue # | Case Name  | Author                         | Discipline                      | Year |
|-------------|--|--------------------------------|---------------------------------|------|
| BAB233      | CSI Financial Statements 2014: Using Financial Ratios to Identify Companies              | Wilson                         | Accounting and Law              | 2016 |
| BAB269C     | Double, Double, Toil and Trouble: One Compounding Pharmacy's Recipe for Steroids         | Kirschner                      | Accounting and Law              | 2016 |
| BAB278      | TenAlpina Tools: Product Expansion   | Juras/Nanni                    | Accounting and Law              | 2015 |
| BAB280C     | TenAlpina Tools: Product Line Profitability  | Juras/Nanni                    | Accounting and Law              | 2015 |
| BAB276      | TenAlpina Tools: The Entrepreneur's Dilemma  | Juras/Nanni                    | Accounting and Law              | 2015 |
| BAB132      | Zidane's Last Red Card   | Kirschner                      | Accounting and Law              | 2008 |
| BAB232      | City as Text   | Levinson                       | Arts and Humanities             | 2016 |
| BAB344      | Apple Watch: The Launch  | Polutnik/Way                   | Economics                       | 2017 |
| BAB346      | China's Miracle Economy  | Marthinsen/Azcona              | Economics                       | 2017 |
| BAB229      | Analyze Big Data Using SAS: An Interactive, Goal-Oriented Approach: The Complete Lecture | Gai                            | Economics                       | 2015 |
| BAB370      | Deimos: Expanding to a New Market Using the Value Creation Wheel                         | Fonseca/Lages/Kim              | Entrepreneurship                | 2018 |
| BAB400      | Powered by Magic: The Romance of Essex Farm  | Fischer/Fleischmann            | Entrepreneurship                | 2018 |
| BAB422      | InnerCity Weightlifting  | Zacharakis/Gale                | Entrepreneurship                | 2018 |
| BAB360      | MightyWell   | Zacharakis/Simonian            | Entrepreneurship                | 2017 |
| BAB338      | Year Up Case   | Marram/Timmons                 | Entrepreneurship                | 2017 |
| BAB242      | Balanced Snacking  | Zacharakis                     | Entrepreneurship                | 2016 |
| BAB285      | Chocolate Remedies   | Ceru/Goldstein                 | Entrepreneurship                | 2016 |
| BAB282      | Crowdfunding: A Tale of Two Campaigns  | Zacharakis/Quintana/Ripke      | Entrepreneurship                | 2016 |
| BAB252      | Bringing Silicon Valley to China: Linktone   | Kelley                         | Entrepreneurship                | 2015 |
| BAB250      | The Journey West: Expanding a Chinese Business to the U.S.                               | Kelley                         | Entrepreneurship                | 2014 |
| BAB157      | Zumba Fitness  | George                         | Entrepreneurship                | 2014 |
| BAB015N     | Designing and Delivering the Perfect Pitch   | Santinelli/Brush               | Entrepreneurship                | 2013 |
| BAB1015     | Saving the Children of Costa Rica  | Brush                          | Entrepreneurship                | 2012 |
| 461-C10     | Amaru - Native Spirit from Araucanian Llamas   | George/Drago/Etchebarne        | Entrepreneurship                | 2010 |
| 465-C10     | Cory: An Austrian Pastry Company   | Zacharakis/Espindola/Castaneda | Entrepreneurship                | 2010 |
| BAB156      | Feed Resource Recovery   | Zacharakis/Zacharakis-Jutz     | Entrepreneurship                | 2009 |
| 462-C10     | Coastal Wine: 'A Mystery Hides Along Chile's Pacific Coast...'                           | Ceru/Cibie/Berner              | Entrepreneurship                | 2007 |
| BAB123      | Lenta of St. Petersburg, Russia  | Coyle/Zhiglinskaya             | Entrepreneurship                | 2006 |
| BAB098      | Malincho   | Bygrave/Hedberg                | Entrepreneurship                | 2003 |
| BAB097      | MJINI: Understanding the Urban Youth Market  | Lelyveld/Paul-Emile/Wylie      | Entrepreneurship                | 2001 |
| BAB364      | Rahama Wright and Shea Yeleen  | Balachandra/Stoddard           | Entrepreneurship/TOIM           | 2017 |
| BAB412      | Juliette's Lemonade Stand  | Potter                         | Finance                         | 2018 |
| BAB166      | SNEAKER 2013   | Potter                         | Finance                         | 2015 |
| BAB036      | Starbucks Corporation: Financial Analysis of a Business Strategy                         | Hevert                         | Finance                         | 2013 |
| BAB026      | Boston Beer Co. (A)  | Bethel/Winton                  | Finance                         | 1996 |
| BAB350      | Building Your Developmental Network  | Murphy/Kram                    | Management                      | 2017 |
| BAB292      | CYTC: Transforming Cervical Cancer Testing   | Bhardwaj/Regele                | Management                      | 2017 |
| BAB368      | The One Fund   | Cummings/Sandro/Brewster       | Management                      | 2017 |
| BAB239      | Growing Pains at Commonwealth Dairy  | Cohan/Hariharan                | Management                      | 2016 |
| BAB723      | Box, Inc.: Preserving Start-Up Culture in a Rapidly Growing Company                      | Cohen                          | Management                      | 2015 |
| BAB125      | Deborah Disanzo at Philips Medical (A)   | Langowitz                      | Management                      | 2013 |
| BAB701      | Building a Woman's Hospital in Coimbatore, India   | Bhardwaj/Regele                | Management                      | 2012 |
| BAB134      | An Overview of Cameroon  | Rivera-Santos/Rufin            | Management                      | 2009 |
| BAB152      | Enernoc: Turning Energy Savings into Sales   | Rice/Donohue/Lelyveld          | Management                      | 2009 |
| BAB135      | MTN Cameroon, The Competitive Advantage of Being African                                 | Rivera-Santos/Rufin            | Management                      | 2009 |
| BAB136      | Orange Cameroon, A Global Telecommunications Company in Africa                           | Rivera-Santos/Rufin/Vandemore  | Management                      | 2009 |
| BAB131      | Google, Inc: Figuring Out How to Deal with China   | Lawrence                       | Management                      | 2007 |
| 603C        | Jim Poss   | Bygrave/Hedberg                | Management                      | 2005 |
| BAB086      | Who's in Charge: The Jim Davis Case  | Cohen/Mainolfi                 | Management                      | 2003 |
| BAB041      | DaimlerChrysler Merger: The Quest to Create 'One Company'                                | Cohen/Dianne St. Jean          | Management                      | 2000 |
| BAB081      | Dilemma at Devil's Den   | Cohen/Johnson                  | Management                      | 2000 |
| BAB020      | Levi's "Personal Pair" Jeans (A)   | Carr/Lawler/Shank              | Management                      | 1998 |
| BAB021      | Levi's "Personal Pair" Jeans (B)   | Carr/Lawler/Shank              | Management                      | 1998 |
| BAB061      | Jon Hirschtick's New Venture   | Bygrave                        | Management                      | 1995 |
| BAB271      | Made by Survivors: Business Solution for a Social Problem                                | Bhardwaj/Swanson               | Management/ Arts and Humanities | 2014 |
| BAB692      | Theo Chocolate   | Cummings/Ottley                | Management/Marketing            | 2012 |
| BAB362      | Apple Watch: Would You Bet on It?  | Ottley/Matsuno                 | Marketing                       | 2017 |
| BAB237      | Grupo Sala: Improving Lives, Spaces, and the Environment                                 | Dhebar                         | Marketing                       | 2016 |
| BAB274      | ICA: Changing the Supermarket Business, One Screen at a Time                             | Roggeveen/Grewal               | Marketing                       | 2014 |
| BAB154      | F. P. Journe: Invenit Et Fecit   | Dhebar                         | Marketing                       | 2013 |
| BAB696J2    | Intelligent Medicine: The Novartis-Proteus Alliance                                      | Dhebar                         | Marketing                       | 2011 |
| BAB122      | Royal Corp.  | Hennessey/Kalunian             | Marketing                       | 2006 |
| BAB260      | Armacord Incorporated: Combatting Money-laundering Using Data Analytics                  | Khachatryan                    | Math                            | 2014 |

|         |   |                        |                       |      |
|---------|---|------------------------|-----------------------|------|
| BAB266  | Fargo Health Group: Managing the Demand for Medical Examinations Using Predictive Analytics | Khachatriyan           | Math                  | 2014 |
| BAB263  | Jennie Maze Limited: Enhancing Call Center Performance Using Predictive Analytics           | Khachatriyan           | Math                  | 2014 |
| BAB246  | Planning a Learning-Service Trip  | Winrich                | Math and Science      | 2016 |
| BAB402  | SunnyBee Case Series  | Ellis/Mancha           | TOIM                  | 2018 |
| BAB414  | Crystal Lagoons: Fernando Fischmann's Journey to Invent the Perfect Lagoon                  | Rao                    | TOIM                  | 2018 |
| BAB418  | Preserve: Growing a Sustainable Consumer Goods Company                                      | Erzurumlu              | TOIM                  | 2018 |
| BAB420  | GasBuddy: Fueling Its Platform for Agility and Growth                                       | Gillan                 | TOIM                  | 2018 |
| BAB358  | Shotspotter: Public Safety, IoT, and Big Data   | Stoddard               | TOIM                  | 2017 |
| BAB288  | SIGFOX: Primed for Growth   | Iyer/Granville         | TOIM                  | 2016 |
| BAB224  | The Grommet: Managing Operations at a Fast-Paced Start-Up                                   | Fixson                 | TOIM                  | 2016 |
| BAB309  | A Paradigm Shift in Global Surgery - Rwanda   | McKone Sweet           | TOIM                  | 2015 |
| BAB306  | CURE Hydrocephalus  | McKone Sweet           | TOIM                  | 2015 |
| BAB300  | NSQIP-Lite: Measuring Surgical Outcomes in Mozambique                                       | McKone Sweet           | TOIM                  | 2015 |
| BAB303  | SQUAD - Uganda  | McKone Sweet           | TOIM                  | 2015 |
| BAB168  | The Weather Company: Creating Consumer Apps that Leverage its Big Data                      | Gilleran/Guinan/Parise | TOIM                  | 2015 |
| BAB205  | Goldlake / Eurocantera Honduras   | Erzurumlu              | TOIM                  | 2012 |
| BAB698  | W.L. Gore: Culture of Innovation  | Rao                    | TOIM                  | 2012 |
| BAB034  | West Coast University Student Health Services--Primary Care Clinic                          | Morgan/Rao/Rao/Wylie   | TOIM                  | 2000 |
| BAB035  | Mongols BBQ   | Rao                    | TOIM                  | 2000 |
| BAB235C | ISLIDE, INC   | Stoddard/Balachandra   | TOIM/Entrepreneurship | 2016 |
| BAB706  | MakerBot: Challenges in Building a New Industry   | Gilleran/Noyes         | TOIM/Entrepreneurship | 2013 |
| BAB694  | Appirio: New Venture on a Cloud   | Iyer/Noyes             | TOIM/Entrepreneurship | 2012 |