

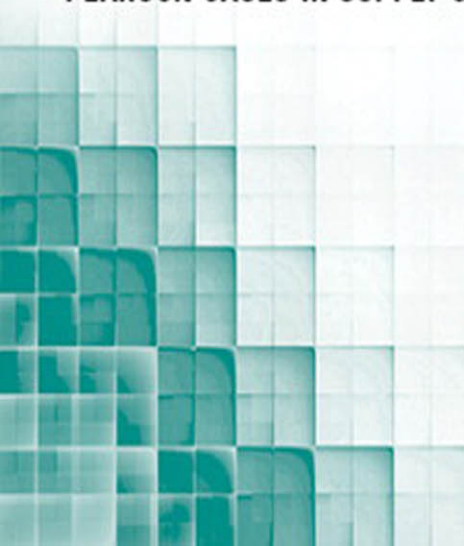


Stranded in the Nyiri Desert

MATTHEW J. DRAKE

with Aimée A. Kane and Mercy Shitemi,
Duquesne University

PEARSON CASES IN SUPPLY CHAIN MANAGEMENT AND ANALYTICS



The case is reprinted from
The Applied Business Analytics Casebook
by Matthew J. Drake

Stranded in the Nyiri
Desert: A Group
Case Study

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Stranded in the Nyiri Desert: A Group Case Study

Aimée A. Kane and Mercy Shitemi,¹ Duquesne University

The Situation

You are part of a group of students participating in a study abroad program in Kenya. As a reward for exemplary performance, your group has been treated to a bus tour of the Nyiri Desert, which encompasses Amboseli National Park. It is the middle of August. You have been driving on a dirt road, far from the main road, to visit a local Maasai community. At about 11 a.m. the driver of your bus veers off the road to avoid hitting a wildebeest. The bus overturns, rolls into a ravine, and catches fire. The driver and the tour guide are both killed. Aside from some minor scratches and bruises, you and your fellow group members are not injured.

Several people in the city know your general itinerary, but due to the size and remoteness of Amboseli, they do not know your exact location, and you do not have any way of communicating with them. The closest settlement to where you have crashed is the Maasai community, which is approximately 40 miles to the south. When you do not arrive back at the hotel, people will realize something has happened, and the next day they are likely to look for you.

¹ Adapted from D. R. Johnson and F. P. Johnson, "Stranded in the Desert," *Joining Together: Group Theory and Group Skills*, 10th ed. (Upper Saddle River, NJ: Pearson, 2008). 332.

The Nyiri Desert is arid and, according to weather reports, temperatures could reach 92°F with a surface temperature of 100°F. You are all dressed in lightweight clothing and have hats and sunglasses.

As you escaped from the bus, each member of your group salvaged a few items, and there are 12 items in all. Your task is to rank these items according to their importance to your survival, from 1 (most important) to 12 (least important).

ITEMS	Individual Ranking	Group Ranking	Expert Ranking	Group Score ²
Flashlight				
Pocket knife				
Amboseli Park map				
Large clear plastic ground cloth per person				
Compass				
Loaded gun				
Quart of water per person				
Book titled <i>Amboseli: Nothing Short of a Miracle</i>				
Heavy-duty canvas bus cover				
Matches				
Overcoat per person				
Side-view mirror				
Total Group Score:				

Go to the next page to fill out and copy individual rankings to turn in.

² The group score is the absolute difference between the Group Ranking and the Expert Ranking. Lower scores are better as they indicate greater agreement with the expert.