

## **General Guidelines for Approaching a Case Analysis**

A case is used to help you develop and demonstrate four things:

1. Analytical skills – problem identification, data handling, critical thinking
2. Decision making skills – generate alternatives, select decision criteria, evaluate alternatives, choose most appropriate, formulate congruent action and implementation plans
3. Application skills – practice tools, techniques, theories learned
4. Oral Communication skills – expression, argumentation, convincing others, thinking on your feet, considering viewpoints, defending positions.

### **Essence of case study analysis:**

In a case report (even one for which you are asked to consider specific questions), you need to show that you have identified the problem (and applied critical thinking skills in that identification – not simply taken the obvious or stated problem), that you have used tools learned in analyzing the situation, have shown a viable, clear action plan or analysis, and have written this in a convincing, professional manner.

## **GUIDELINES FOR WRITING A CASE STUDY ANALYSIS**

A case study analysis requires you to investigate a business problem, examine the alternative solutions, and propose the most effective solution using supporting evidence.

**Preparing the Case Before** you begin writing, follow these guidelines to help you prepare and understand the case study:

1. Read and examine the case thoroughly • Take notes, highlight relevant facts, underline key problems.
2. Focus your analysis • Identify two to five key problems • Why do they exist? • How do they impact the organization? • Who is responsible for them?
3. Uncover possible solutions • Review course readings, discussions, outside research, your experience.
4. Select the best solution • Consider strong supporting evidence, pros, and cons: is this solution realistic? Drafting the Case.

Once you have gathered the necessary information, a draft of your analysis should include these sections: 1.

### **Introduction**

- Identify the key problems and issues in the case study.
  - Formulate and include a thesis statement, summarizing the outcome of your analysis in 1–2 sentences.
- Identify the purpose of the case study, relate it with analysis (cohesion is important)

### **2. Background**

- Set the scene: background information, relevant facts, and the most important issues.
- Demonstrate that you have researched the problems in this case study.
- Review relevant literature.

### **3. Alternatives • Outline possible alternatives (not necessarily all of them)**

- Explain why alternatives were rejected • Constraints/reasons • Why are alternatives not possible at this time?

**4. Proposed Solution • Provide one specific and realistic solution • Explain why this solution was chosen • Support this solution with solid evidence • Concepts from class (text readings, discussions, lectures) • Outside research • Personal experience (anecdotes)**

**5. Recommendations • Determine and discuss specific strategies for accomplishing the proposed solution. • If applicable, recommend further action to resolve some of the issues • What should be done and who should do it?**

**Finalizing the Case** After you have composed the first draft of your case study analysis, read through it to check for any gaps or inconsistencies in content or structure: Is your thesis statement clear and direct? Have you provided solid evidence? Is any component from the analysis missing? When you make the necessary revisions, proofread and edit your analysis before submitting the final draft.

Case study Rubric : Student Name		Name		
Case				
		Marks ranges: 10-15 Indicates average command of material. 10 or below indicates lack of demonstrated effort and/or comprehension.	15-20  Indicates good quality but does not merit special distinction	20-25  Indicates a full mastery of the subject and represents work of extraordinary distinction
CRITICAL	Comprehension: Understanding the key points and drawing a connection between the reading and the course.	The student misses or misinterprets the key facts of the case and uses inappropriate conceptual models to discuss the reading.	The student either misses the point but engages course materials effectively, or gets the point but does not use conceptual models effectively in their discussion.	The student has clearly grasped the author's key points and has effectively used course concepts to discuss and add value to the story presented.
	Completeness	Student did not answer all the questions or provided very marginal responses.	All questions were answered. Responses were short.	Student provided clear, concise and thorough responses to each question.
VERY IMPORTANT	Logic: There is a clear path from the student's analysis of the case facts and their recommendations.	The student argues the problems to be related to one set of issues but makes recommendations based on different arguments or issues.	The student creates coherence – but not consistently. Some inconsistencies exist.	The student employs such means so consistently that there is a clear link between analysis and recommendations.
IMPORTANT	Mechanics: Avoid Grammar, sentence structure and spelling errors Focus on Vocabulary, cohesion, quality	The student's writing contains so many errors of this kind that they make the paper hard to comprehend.	While the number of such errors is not large enough to make understanding difficult, it is large enough to represent an ongoing distraction to the reader.	The writing is virtually error-free.
Total Marks: 25		Marks		
Comments		Comments.		