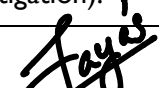


Canterbury Institute of Management (CIM)

ASSESSMENT COVER SHEET



1. Personal Details			
Student ID	Given Name(s)	Surname	Email Address
I. CIM12137	Ayesh Chathuranga	Jayasekara	cim12137@ciom.edu.au
Campus	Darwin Campus		
Course Title and Code	MGMT402 Strategic Management		
Assessment Title	Reflective Journal - Week 7		
Due Date & Time	17/11/2024		
Course Lecturer/Tutor Name: Charles Baah		Assessment Word Count (if applicable): 514	
2. Student Declaration			
<p>By signing and submitting this coversheet, I/we declare that:</p> <ul style="list-style-type: none"> ✓ This assessment submission is my/our own work unless otherwise acknowledged (including the use of generative AI tools) and is in accordance with the Institute's Academic Integrity and Honesty Policy available on the website. ✓ No part of this assessment has been submitted previously for advanced standing or academic credit in this or any other course. ✓ I/we certify that we have not given a copy or have shown a copy of this assessment item to another student enrolled in the course, other than members of this group. ✓ I/we are aware that the Lecturer/Tutor of this assessment may, for the purpose of assessing this assessment task communicate a copy of this assessment task to a plagiarism checking service to detect possible breaches of academic integrity, for example, plagiarism, recycling, cheating, contract cheating, or unauthorised use of generative AI (which may then retain a copy of the item on its database for the purpose of future investigation). 			
Signature:		Date:	11/11/24

MGMT402 Strategic Management

Reflective Journal - Week 7

Ayesh Jayasekara - CIM12137

Case Analysis - What & Why?

A case study analysis could be interpreted as an evaluation of applicability of theoretical concepts, external and internal factors affecting an entity or a matter in consideration. These findings are often documented in a report or essay format in academic context leading to sectioned, logical progression of the argument with conclusive ending.

Not all case studies may fit in to a report or essay. If no directive is applicable on the format is in place, case analysis findings may also be compiled in to a short story with much of the concepts & facts illustrated graphically using charts, graphs, or perhaps pictures. According to (Monash University, 2024), a case analysis can be categorized in to either,

- Descriptive
- Problem-solving

Needless to mention as name suggests descriptive case analysis may not necessarily contain a solution discussion and instead may build a constructive argument over a problem statement to identify a real world or hypothetical matter.

Whereas as problem-solving analysis established on a proposed solution over an identified problem statement which includes an in-depth discussion on to one or multiple approaches to mitigating the core problem that the analysis is based on.

Correct communication mode is critical

As explained, a case study is eventually be evaluated by the target audience by its own merits that builds up the core argument. Ultimately the target audience is expected to make a judgement based on the findings compiled in to the report.

To put these in to context, it is up to the compiler to choose the correct mode of communication to help the audience understand the compilation. For example if the audience is a panel of highly experienced professional on their trade, a report with formal accepted structure could be preferred.

Conversely, if the target audience is unknown or a combination of people in different capacities (*for example a large audience at a conference*) and there is a window of attention (*for example a timed slot of addressing the gathering*) a much simpler medium such as story board could come in handy in addition to a formal report.

Case study findings in Storyboards

Unlike computers, humans preserve information through their eyes, ears & by sense. A creative storyboard carefully crafted with proper use of graphics and simple text could therefore be comparatively effective when attracting and retaining the attention of the receivers.

However, an extended use of complex sentences and graphics may render the storyboard complex to comprehend as it may be too much information to process in a given time window.

Now, for a moment the argument this document builds up on can be summarized to,

- What is a case analysis
- Two types of analysis - descriptive or problem-solving
- Types of analysis methods - reports, essays, storyboards
- Which type is best for what

If same was interpreted in a form of story board with appropriate graphics, it would have saved few minutes of your valuable time already. **Therefore, ultimately a storyboard is an effective mode of communication for case studies and often used for academic research result presentations for researches carried out over a couple of months or perhaps years.**

Bibliography

Monash University. (2024). *Case Study - Student Academic Success*. Retrieved November 11, 2024, from <https://www.monash.edu/student-academic-success/excel-at-writing/how-to-write/case-study>