LOVELY PROFESSIONAL UNIVERSITY

**Topic: Case study in organizational communication**

**Course Name:** Computing Professional Practices and Ethics

**Course Code:** CAP316

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# ABSTRACT

In the social sciences and humanities, a case study is a research method that includes a thorough and comprehensive study of the subject matter as well as related conditions. Case studies can be done by the following a formal research methodology. These case studies appear to be in official research sites, as professional journals and conferences, rather than popular works, psychology, anthropology, sociology and political science have been prominent in education, clinical science, social work, and administrative science in many disciplines and professions.

# KEYWORDS:

Humanities, comprehensive, organization, opportunity, appropriate, ethics, simulate, Organizational life, organizational performance, organization facts, and self- focus.

# INTRODUCTION

Using a descriptive approach to clarify the subject, this volume shows article on how organizational life is conducted in different relationships in retail, production, government services, and newspaper organization. It requires in depth study about the culture and life in various types of organizations. The cases in this chapter focus on ways in which communication creates and maintains organization facts, and some show how communication can disrupt organizational performance and encourage others to use different creative and positive communication techniques. Dissuaded provide an organizational life perspective that traces experiences of those not only observing but also involved in its operation, this volume is unique in the range of issues covered, a variety of commonly used data collection methods and self-focus.

# Benefits of case studies:

Case studies are one of the best ways to engage in dialogues between everyday ethical issues in an organization.

Case studies, in general, offer several benefits

* Case studies provide an opportunity to explore the real world functioning of organization in context.
* Case studies stimulate reflection on other’s actions.
* Case studies provide exemplars of appropriate and inappropriate, productive and unproductive, useful and irrelevant behaviors.
* Case studies prompt lively discussion regarding alternative courses of action.
* Case studies provide an opportunity to apply theoretical knowledge or practical situations.
* Case studies serve as an impetus for future action.

Most specifically the case studies also be used to develop skills in these primary areas.

* Ethical engagement: you should develop the desire to pursue ethical issues in greater detail and establish your own independent thinking about ethics.
* Ethical reasoning and decision making you should develop greater confidence in your judgments and in your ability to understand and appreciate other’s points of view regarding ethics.
* Ethical practice you should develop the ability to respond to and proactively address ethical challenges that may arises in your life.

Why are case studies so important?

Case studies are a marketing strategy. Firms use them to show how they successfully run their products or services with customers. It really helps customer imagine how the videos can help explain what they are doing and increase conversions in the process.

What is the purpose of case studies?

The purpose of the case study is to investigate theories or to present new theories. Scientists are able to create a hypothesis and go through the details of their choice of research through their research and experience when processing through a type of case study.

Different types of case studies

There are several sections under the category for the study, each of which is custom made for use depending on the goals or objectives of the researchers. These case studies are:

* Illustrative case studies:

These are primarily descriptive studies. They usually simulate one or two example of an event to represent a situation. Sample case studies are primarily used for familiar unfamiliar and common language readers on the subject.

* Exploratory case studies:

The exploratory case study examines the distinct phenomena that arise from lack of precise initial research, in particular the formulated hypotheses that can be tested, or with a specific research environment that limits the choice of methodology.

* Cumulative case studies:

These serve to aggregate information from several sites collected at different times. The idea behind these studies is that the collection of past studies will allow for greater generalization without additional cost or time being expended on new, possibly repetitive studies.

* Critical instance case studies:

These examine one or more sites either for the purpose of examining a situation of unique interest with little to no interest in generalization, or to call into question a highly generalized or universal assertion. This method is useful for answering cause and effect questions.

# CONCLUSION

A case study is a research method that includes a thorough and comprehensive study of the subject matter as well as related conditions. Case studies can be done by a formal research methodology. The purpose of the case study is to investigate theories or to present new theories. Scientists are able to create a hypothesis and go through the details of their choice of research through their research and experience when processing through a type of case study.

Case studies are a marketing strategy. Firms use them to show how they successfully run their products or services with customers. It really helps customer imagine how the videos can help explain what they are doing and increase conversions in the process. Case studies are one of the best ways to engage in dialogues between everyday ethical issues in an organization. Case studies provide an opportunity to explore the real world functioning of organization in context. Case studies stimulate reflection on other’s actions. Case studies provide exemplars of appropriate and inappropriate, productive and unproductive, useful and irrelevant behaviors. Case studies prompt lively discussion regarding alternative courses of action. Case studies provide an opportunity to apply theoretical knowledge or practical situations. Case studies serve as an impetus for future action. Ethical engagement: you should develop the desire to pursue ethical issues in greater detail and establish your own independent thinking about ethics. Ethical reasoning and decision making you should develop greater confidence in your judgments and in your ability to understand and appreciate other’s points of view regarding ethics. Ethical practice you should develop the ability to respond to and proactively address ethical challenges that may arises in your life.

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