Case report guideline

The means to prepare the case, and the conclusions derived thereof, should differ from person to person. You will need to work through a means that works for you. The following approach may help you get started:

1. Skim the case to identify what it is about, what kind of data it includes, and what data may be missing. Perform your five forces IC analysis;
2. Identify the organizational mission
3. Identify the company’s generic strategy
4. Identify the organization’s organizational structure.

(ii) Read thoroughly the case slowly, highlighting the key points. What is the main problem area? Identify the key stakeholders in the case who are affected by the key points.

(iii) Go through the case again to sort out the relevant considerations for each problem area, develop alternative courses of action. Base those courses of action on the theory discussed in the course.  Higher credit will be given for greater appropriate use of the theory in your recommendations.

(iv) Analyze the impact of each course of action on the identified stakeholders. Recommend the best of the feasible actions, supported by the facts from the case.  Cite from the texts support for your recommendations.

At least six written cases will be required during the term, ready to hand in at the beginning of the meeting they are assigned for. They must be word processed, double spaced, stapled at the top left corner, and relatively well proof-read. The cases should be concise and to the point, explicitly stating all conclusions, assumptions, facts, etc. An acceptable approach is to state your findings, identify the key issues, and recommend specific actions. SWOT analysis is another good approach.

Good written cases are usually between 5 and 6 double spaced pages.