**MG5596**

**Learning through Case study for Strategic Management**

**What is a business case study?**

A business case study is a description of an actual business (administrative) situation involving a decision to be made to solve a business problem.

**Importance of case study**

Case study is an important aspect of strategic management course. It provides learners an opportunity to apply their conceptual understanding to real life business situations. Case study discussion helps them to develop critical thinking, analytical thinking and decision making. Since it’s a group exercise, it helps students to appreciate different views of the team members. It helps learners to understand the process of consensus development for solving a business problem.

**The case analysis – some points to observe**

Read the case keeping in mind the typical business issues, such as improvement of the business processes, improving profitability, increasing sales, market share, return on investment, customer satisfaction, brand building, corporate image, employee turnover, employee engagement, employee morale, health and safety, environment impact etc.

While reading the case, carefully absorb the background of the problem. Focus on the introduction of the case. Identify the problem(s). Define the problem statement to focus on the specific issue(s). Think about alternate solutions. Conclude with analysis using any tools that you think relevant and plan to implement your proposed solution.

Points to consider while proposing a solution:

Which tool is relevant to help us analyse the information?

Identify issues that need immediate attention.

How do I know that this is a situation/problem that need to be addressed?

Differentiate the symptoms of the problem from the actual problem itself.

Distinguish important issues from urgent one – deal with important issues in order of urgency.

When dealing with any analysis, be clear on the stakeholders involved, and also the implication to business in focus.

**Dealing with case data**

Determine the cause and effect for the problem identified. The business may have problem of resources management, people management or processes. Identify the area or people affected most by the issue. Analyse numbers / data. Identify business opportunities and limitations.

**Thinking about alternatives**

There is never a wrong or right answer to a case. Your approach to case depends upon the assumption you make and the problem definition you focus on. Avoid thinking only in terms of yes or no. The approach must be elaborative so that further discussion can be fostered. Think about possible obstacles in implementing the alternatives.

**Making Recommendation/s**

It is expected that you must have some recommendation. Business is about decision making. Case study analysis provides you an opportunity to make business decision with your creative and analytical thinking. Provide a solid rational / justification for the alternative solution you provide. Be open to take feedback from others. Being open to discussion improves the agility and quality of your solution.

**Develop implementation plan**

Think about logical steps to implement your plan. There are various tools that can be used to help you execute the plan. Define timeline for implementation (if required). Make predictions based on your implementation strategy (if required).