

1. Executive Summary

- Introduce the topic area of the report.
- Outline the purpose of the case study.
- Outline the key issue(s) and finding(s) without the specific details.
- Identify the theory used.
- Summarise recommendations.

2. Introduction

- Summarise the your task
- outline the case to identify its significance.
- Aims and Objectives
- Describe the key problem and its significance

3. Findings

- identify the key problems you have identified by:
- presenting the central issue(s) under analysis,
- providing your reasoning for your choices such as supporting your findings with facts given in the case, the relevant theory and course concepts
- highlighting any underlying problems.
- Identify and justify your methodology and analytical tools. This might not be applicable to your assessment, so you will need to check your assessment instructions.

This section is often divided into sub-sections. Your headings and subheadings need to be informative and concise as they act as a guide for the reader to the contents of that section.

4. Discussion

- Summarise the major problem(s).
- Identify alternative solutions to these major problem(s).
- Briefly outline each alternative solution where necessary and evaluate the advantages and disadvantages.
- Depending on your assessment criteria, you might need to refer to theory or professional practice here.

Note that as a case study is based on a specific situation, it is difficult to generalise your findings to other situations. Make sure that your discussion focuses on your case and what can be learnt from your specific case analysis

5. Conclusion

- Restate the purpose of the report
- Sum up the main points from the findings, discussion and recommendations.

- Restate the limitations if required.

6. Recommendation

- Choose which of the alternative solutions should be adopted.
- Briefly justify your choice, explaining how it will solve the major problem/s.
- Remember to integrate theory and practice as discussed in your unit with respect to the case.
- If needed, suggest an action plan, including who should take action, when and what steps, and how to assess the action taken.
- If appropriate include a rough estimate of costs (both financial and time).

This section is sometimes divided into Recommendations and Implementation with details of the action plan placed in the Implementation section.

7. References

- List in alphabetical order all the references cited in the report.