

The Case Analysis

A Brief Overview of the Case Analysis

The case analysis is a common assignment across a number of business courses, particularly those at the 300, 400, and graduate levels. A case analysis shows your professor that you (and your group, if assigned as a collaborative project) can think through a real-life business problem or decision-making process in a logical, professional, ethical, and informed manner. Your primary purpose, then, is to apply your critical-thinking skills and business expertise to a problem faced by a real company and propose a logical, realistic solution.

Your primary audience is your professor; however, a successful case analysis keeps the needs of a real-life businessperson in mind. Your professor likely has the knowledge and background to understand the problem and know which solution would be most effective. However, your professor is interested in seeing how well you can explain and justify your decisions, much as you would need to do in a real-world business setting. Therefore, you should include enough detail throughout the report that a non-expert, non-professor businessperson can follow your thinking process and enact the solution you propose.

All business writing should be done with an eye toward professionalism. After all, outside of the university (and sometimes for academic courses), the audience for your writing will be a colleague or client. Your writing should not be overly formal, but rather should communicate with the reader in a respectful and efficient manner. Typically, the emphasis of business writing is on ideas, things, and the reader; references to the writer, first-person ("I," "me," and "my") or otherwise ("the writer believes...") should be used sparingly.

Structure and Format

Your professor's assignment sheet will likely detail exactly what should be included in your case analysis, so you should read it carefully and refer to it frequently during your writing process. Generally, however, your document will be split into sections, each with its own heading. Those sections are typically:

Table of Contents

The table of contents lists each section of the report and the page number on which each can be found. Each sub-section of the report should be listed, as well as each visual aid you might include in the appendix.

Abstract

The abstract briefly describes the company or organization you studied, the problem it faced, the thinking process you followed, and the outcome or solution you propose. In business writing,

The purpose of a case analysis is to show your professor that you can think through a real-life business problem or decision-making process in a logical, professional, ethical, and informed manner.

Your professor may not require an abstract or table of contents. Refer to the assignment sheet to ensure you include all the sections required by your professor.

Sample Case Study Report Business

Paul Westerman



Sample Case Study Report Business:

Atlantida, a Case Study in Household Sample Surveys United States. Bureau of the Census. International Statistical Programs Office, 1966 *Current Business Reports* , 1981 *Business Research* , **Reports of All the Cases Decided by All the Superior Courts Relating to Magistrates, Municipal, and Parochial Law** Great Britain. Magistrates' cases, 1899 *Qualitative Methods in Business Research* Päivi Eriksson, Anne Kovalainen, 2008-03-17 Comprehensive current and compelling a winning combination for any research student or practitioner interested in increasing his her knowledge about qualitative methods as they apply to business research The Qualitative Report Covering all the major qualitative approaches in business studies including case study research ethnography narrative inquiry discourse analysis grounded theory and action research this practical how to guide shows how qualitative methods are used within management marketing organizational studies and accounting Within each approach the authors consider crucial issues such as framing the research generating research questions getting access collecting empirical materials reporting the results and evaluating the research Original case studies drawn from around the world are included throughout to demonstrate the practical applications of the methods discussed The Case Study as Research Method Yves-Chantal Gagnon, 2011-01-27 T00:00:00-05:00 The main advantages of case research are that it can produce an in depth analysis of phenomena in context support the development of historical perspectives and guarantee high internal validity which is to say that the observed phenomena are authentic representations of reality In short the case study is adaptable to both the context and the researcher Data Warehousing Paul Westerman, 2001 What is data warehousing Project planning Business exploration Business case study and ROI analysis Organizational integration Technology Database maintenance Technical construction of the Wal Mart data warehouse Postimplementation of the Wal Mart data warehouse Store operations sample analyses Merchandising sample analyses **Entrepreneurship With Practical Class XII by Dr. S. K. Singh, Sanjay Gupta** Dr. S. K. Singh, Sanjay Gupta, 2020-06-26 Unit I Entrepreneurial Opportunities and Enterprise Creation 1 Sensing and Identification of Entrepreneurial Opportunities 2 Environment Scanning 3 Market Assessment 4 Identification of Entrepreneurial Opportunities and Feasibility Study 5 Selection of an Enterprise 6 Setting up of an Enterprise Unit II Enterprise Planning and Resourcing 7 Business Planning 8 Concept of Project and Planning 9 Formulation of Project Report and Project Appraisal 10 Resource Assessment Financial and Non Financial 11 Fixed and Working Capital Requirements 12 Fund Flow Statement 13 Accounting Ratios 14 Break Even Analysis 15 Venture Capital Sources and Means of Funds 16 Selection of Technology Unit III Enterprise Management 17 Fundamentals of Management 18 Production Management and Quality Control 19 Marketing Management 20 Financial Management and Sources of Business Finance 21 Determination of Cost and Profit 22 Possibilities and Strategies for Growth and Development in Business 23 Entrepreneurial Discipline and Social Responsibility Practical 24 Project Work 25 Examples of Project Work 26 Project Planning 27 Case Study 28 Project

Analysis 29 Project Report Sample Project Report I III Value Based Questions VBQ Model Paper I II Latest Model Paper

Encyclopedia of Case Study Research Albert J. Mills, Gabrielle Durepos, Elden Wiebe, 2010 This is the authoritative reference work in the field An interdisciplinary set it investigates the extensive history design and methods of case study research *Preliminary Report on Business Reporting Requirements of the Federal Government* United States. Congress.

House. Committee on Post Office and Civil Service, 1959 Case Study Research in Software Engineering Per

Runeson, Martin Host, Austen Rainer, Bjorn Regnell, 2012-03-07 Based on their own experiences of in depth case studies of software projects in international corporations in this book the authors present detailed practical guidelines on the preparation conduct design and reporting of case studies of software engineering This is the first software engineering

specific book on the case study research method **Cox's Reports of Cases in Criminal Law Argued and Determined**

in the Courts of England Great Britain. Courts, 1899 **The Law Times Reports of Cases Decided in the House of**

Lords, the Privy Council, the Court of Appeal ... [new Series]. , 1876 **Harvard Business Reports** , 1925 *Cases*

on Corporate Social Responsibility and Contemporary Issues in Organizations Antonaras, Alexandros, Dekoulou,

Paraskevi, 2019-02-15 The last decades witnessed a vigorous debate over the role of corporations in society Interest in corporate social responsibility CSR has become intense as corporate stakeholders have called for higher performance and ethical standards from businesses and many corporations have developed CSR programs to harvest the benefits resulting from such initiatives CSR practices have become a crucial component of business strategy contributing to organizational success and sustainable competitiveness *Cases on Corporate Social Responsibility and Contemporary Issues in Organizations*

is an essential reference source that provides specific case studies that elaborate on the strategies and policies enacted by contemporary organizations to address environmental and social issues as well as economic and financial ones Featuring research on topics such as sustainable development goals CSR pillars employee retention gender equality and social accountability this book is ideally designed for business managers researchers practitioners and students seeking coverage on innovative business practices enacted in multiple organizations industries Committee Prints United States. Congress.

House. Committee on Post Office and Civil Service, 1957 **Persuasive Business Proposals** Tom Sant, 2004 Use the latest

technology and techniques to craft winning proposals **Software Business** Michael A. Cusumano, Bala Iyer, N.

Venkatraman, 2014-07-08 This book contains the refereed proceedings of the Third International Conference on Software

Business ICSOB held in Cambridge MA USA in June 2012 The software business refers to commercial activities in the software industry aimed at generating revenues from the design delivery and maintenance of software products and IT services to enterprises and individual customers as well as from digital content Although this business shares common features with other knowledge intensive markets it carries many inherent features making it a challenging domain for research The 20 full and 10 short papers accepted for ICSOB were selected from 60 submissions and are organized in

sections on software product management organizational transformation industry transformation software platforms and ecosystems and emerging trends **Innovative Methodologies in Enterprise Research** Damian Hine,David Carson,2007
The contributors to this book explore the role and importance of qualitative interpretist research in the dynamic field of enterprise They establish the link between the innovative nature of small enterprise and the need to utilise research methodologies which are themselves innovative The book highlights the fact that enterprise research has the advantage of sufficient youth as a research discipline to permit a wide scope for new and innovative research studies Probing this unexplored terrain therefore requires exploratory research methods supported by inductive research techniques These methods and techniques are examined in detail topics covered are diverse ranging from a review of quantitative research methodologies and the integration of methodological philosophies and approaches to the application of two novel analytical techniques Convergent interviewing action research case research and marketing research for isolated SMEs are all also explored in depth This book will provide academics researchers and students with a cohesive body of material on the use of interpretist research techniques in all areas of enterprise research **Embedding Sustainability, Corporate Social Responsibility and Ethics in Business Education** Borland, Helen,Butler, Michael,Elliott, Caroline,Ormrod, Nathalie,2022-06-14 This cutting edge book finds that alternative teaching and learning methods such as Responsible Management Learning and non linear decision making gameplay can encourage deep learning integrated thinking and a transformative consumer research perspective Forward thinking it emphasises the importance of infusing the values of the United Nations 17 Sustainable Development Goals into future curriculums and discusses the eco centric embedded transdisciplinary and personally transformative learning and teaching required to achieve these

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