

Business Studies: Case Analysis Format

Proper case format is essential in Business Studies. You should be preparing a typed business report that you would be comfortable handing to your supervisor in the workplace.

Your case study should be prepared using a series of headings and subheadings. Your case study should be thorough but at the same time concise and to the point; a difficult concept to master!

The following list is the format for completing a full case analysis for submission:

Section	Key Points to Remember
Title Page	<ul style="list-style-type: none">▪ Should contain: Title, your name, course code, teacher's name, date
Executive Summary	<ul style="list-style-type: none">▪ Summarizes your report – not the case study itself▪ Must be one page or less▪ Must be clear and concise <p>NOTE: This will be the last section written when preparing your case study</p>
Table of Contents	<ul style="list-style-type: none">▪ Appears after the executive summary▪ Contains a complete listing of all sections of the report after the table of contents including appendices
Statement of the Problems	<ul style="list-style-type: none">▪ Most difficult part of the case analysis▪ <i>Immediate problem</i> – the obvious, surface problem▪ <i>Primary problem</i> – root cause of the immediate problem; when solved the immediate problem will not occur again▪ <i>Secondary problem(s)</i> – separate issues that may not necessarily be solved when the primary problem is solved
Identification and Evaluation of Alternatives	<ul style="list-style-type: none">▪ 3-4 distinct alternatives are identified to solve the primary problem and address secondary problems if possible▪ 3-4 pros and cons of each alternative are identified▪ Often presented in chart format
Decision/Best Solution	<ul style="list-style-type: none">▪ Statement and justification of your final decision▪ This must be one of the alternatives you have identified; since your alternatives are distinct, this cannot be a combination of alternatives
Implementation	<ul style="list-style-type: none">▪ Outlines a plan of action which includes a timeline▪ Must say <i>what</i> should be done, by <i>whom</i>, <i>why</i> it should be done and <i>how</i> it should be done▪ Should contain a contingency plan should problems arise
Appendices	<ul style="list-style-type: none">▪ Contains any additional charts, graphs, etc. that are referred to in the report▪ Often created so that the report itself is concise but supplementary data is still available
Works Cited	<ul style="list-style-type: none">▪ A list of resources used in preparing your report; may include your textbook and additional outside resources▪ Must be prepared in APA format