

## SUGGESTIONS FOR PREPARING & WRITING CASE STUDIES

This document is to assist you in developing the content for your case studies. Case studies will be graded using the Case Study/Written Paper Grading Rubric, and those standards still apply.

- I. Preparation of Cases
  - a. Read the case carefully several times, analyzing all information.
  - b. Identify the major problems of the case.
  - c. With these problems in mind, think and search for alternative courses of action that would be feasible. Research is necessary at this stage. Consult general texts and current references pertinent to the problem. If legal, economic, political, and social business conditions affect the solution, find the appropriate facts.
  - d. Analyze and evaluate the reference materials, considering both their strengths and the weaknesses.
  - e. Decide on what your specific recommendations are to be.
  - f. Develop your plan for presenting the case in written form.
  
- II. Organization of Written Reports
  - a. Summary of the Facts: Present a brief summary of the important facts. Omit nonessential facts. Do NOT restate the case.
  - b. Problems: State the problems or questions concisely. Get to the heart of the issues at hand.
  - c. Analysis: Present your analysis in outline form with complete sentences. Follow good practices in the use of spacing, indentations, and other techniques that invite attention to the important points, making your report easy to read. The makeup of your report is important. Express your ideas clearly. Support your ideas with adequate information and data. The strengths and weaknesses of alternative courses of action should be developed. Build your analysis to support your recommendation.
  - d. Recommendation: This section should be brief, but positive. You must provide an answer to each of the problems or questions identified in Section 1B.
  - e. Supporting Evidence: Include tables, charts, or other research-based information.