writing a business case study analysis
This brief contains two case analysis approaches: (I) a general approach and, (II) an approach that focuses on the strategic aspects of case analysis.

**OPTION I: A General Approach to Case Analysis**

**What is a Case Study?**

A case study is a description of an actual administrative situation involving a decision to be made or a problem to be solved. It can be a real situation that actually happened just as described, or may included portions that have been disguised for reasons of privacy. Most case studies are written in such a way that the reader takes the place of the manager whose responsibility is to make decisions to help solve the problem. In almost all case studies, a decision must be made, although that decision might simply be to leave the situation as it is and do nothing.

**The Case Method as a Learning Tool**

The *case method of analysis* is a learning tool in which students and instructors participate in direct discussion of case studies, as opposed to the lecture method, where the instructor speaks and students listen and take notes. In the case method, students teach themselves, with the instructor being an active guide, rather than just a talking head delivering content. The focus is on students learning through their joint, co-operative effort.

Assigned cases are first prepared by students, and this preparation forms the basis for class discussion under the direction of the instructor. Students learn, often unconsciously, how to evaluate a problem, how to make decisions, and how to orally argue a point of view. Using this method, they also learn how to think in terms of the problems faced by an administrator. In courses that use the case method extensively, a significant part of the student's evaluation may rest with classroom participation in case discussions, with another substantial portion resting on written case analyses. For these reasons, using the case method tends to be very intensive for both students and instructor.

**How to do a Case Study**

While there is no one definitive "Case Method" or approach, there are common steps that most approaches recommend be followed in tackling a case study. It is inevitable that different instructors will tell you to do things differently, this is part of life and will also be part of working for others. This variety is beneficial since it will show you different ways of approaching decision making. What follows is intended to be a rather general approach, portions of which have been taken from an excellent book entitled, *Learning with Cases*, by Erskine, Leenders, & Mauffette-Leenders, published by the Richard Ivey School of Business, The University of Western Ontario, 1997.
How to Write a Case Study Analysis

When writing a case study analysis, you must first have a good understanding of the case study. Before you initiate the steps below, read the case carefully, taking notes all the while. It is strongly recommended to read the case several times to fully grasp the issues facing the company or industry.

Once you are comfortable with the information, begin the step-by-step instructions offered below to write a case study analysis.

1. **Investigate and Analyze the Company’s History and Growth.** A company’s past can greatly affect the present and future state of the organization. To begin your case study analysis, investigate the company’s founding, critical incidents, structure, and growth.

2. **Identify Strengths and Weaknesses Within the Company.** Using the information you gathered in step one, continue your case study analysis by examining and making a list of the value creation functions of the company. For example, the company may be weak in product development, but strong in marketing.

3. **Gather Information on the External Environment.** The third step in a case study analysis involves identifying opportunities and threats within the company’s external environment. Special items to note include competition within the industry, bargaining powers, and the threat of substitute products.

4. **Analyze Your Findings.** Using the information in steps two and three, you will need to create an evaluation for this portion of your case study analysis. Compare the strengths and weaknesses within the company to the external threats and opportunities. Determine if the company is in a strong competitive position and decide if it can continue at its current pace successfully.

5. **Identify Corporate Level Strategy.** To identify a company’s corporate level strategy for your case study analysis, you will need to identify and evaluate the company’s mission, goals, and corporate strategy. Analyze the company’s line of business and its subsidiaries and acquisitions. You will also want to debate the pros and cons of the company strategy.

6. **Identify Business Level Strategy.** Thus far, your case study analysis has identified the company’s corporate level strategy. To perform a complete analysis, you will need to identify the company’s business level strategy. (Note: if it is a single business, the corporate strategy and the business level strategy will be the same.) For this part of the case study analysis, you should identify and analyze each company’s competitive strategy, marketing strategy, costs, and general focus.

A business case provides justification. person authorizing the business case and those who will execute analysis. the duty of writing a business case.

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A business case study is a study of a business’ history. Whether you are writing a business intelligence case study or a business law case study.

Guidelines for Writing a Case Study Analysis. A case study analysis requires you to investigate a business. Preparing the Case. Before you begin writing.

An Approach to Case Analysis Winter 2006 What is a Case Study? A case study is a description of an actual. keep the following in mind when writing your.

The Case Study is the analysis of this situation. How to Write the Case Study. -

How to Write a Case Study. place to ensure easy access to information and materials while writing the case study. You can t. and analysis processes. Include.