

Case method of learning

A single well designed case study can provide a major challenge to a theory & provide a source of new hypotheses & constructs simultaneously.

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What is a case ?

- A case is written account of real or simulated managerial problems, dilemmas & situations calling for solutions.
- Analysis of cases is an exercise in critical understanding of concepts & causes of problems & events.

The Logic

- Likely to retain & use concepts learned through a guided discovery.
- learning best occurs when we teach ourselves through our own struggle – especially when we are limited by facts, time, & personal differences.

Types of case studies

- Theoretical cases
- Factual cases

Case selection and structure of the case study

- An average, or typical, case is often not the richest in information.
- A case may be selected as a key case, chosen because of the inherent interest of the case or the circumstances surrounding it.
- Based on critical management issues faced by corporate,

cont.

- Material of a case can be used for different purposes,
- A case can illustrate the principles of effective comm., & it can be used also to demonstrate techniques in sales & marketing,
- There r no right or wrong answers to the ques. raised by a case study.

Reading a case properly

- Four basic steps
 - 1) Previewing
 - 2) Skimming
 - 3) Reading
 - 4) Scanning /reviewing



Process Of Analyzing A Case

- First step-

- study the case

Basic check list while 1st reading

- Where?
- Who?
- What?
- When ?
- How ?
- Why ?



Cont.

- Second step-
 - **identify the problem**
- Third step-
 - **formulate the problem in precise words.**
- Fourth step-
 - **identify causes of the problem**

Cont.

- Fifth step-
 - **suggest alternative solutions**
- Sixth step-
 - **evaluate/compare each solution**
- Seventh step-
 - **work out a plan of implementation**

Writing a case analysis

-the structure

- Main parts of the written analysis-

- 1) Title of the case
- 2) Statement of the problem
- 3) The case
- 4) Scope of the analysis
- 5) Alternative solutions & their evaluation
- 6) Create sub-sec. for each sol. Separately
Ans/sol. 1. : merits
Demerits/limit.

Cont.

Writing a case analysis

-the structure contd.

Ans/sol. 2.

:

merits

Demerits/limits

- 6) The best solution
- 7) Conclusion
- 8) Executive summary mention the following-
 - I. The problem
 - II. The possible solutions
 - III. The best solutions
 - IV. Recommended plan of action
 - V. Benefits to the company

Case analysis approaches

- i. System approach
- ii. Behavioral approach
- iii. Decision approach
- iv. Strategy approach

Requirements for A Case Analysis

- 1) Thorough knowledge of the concerned subject
- 2) Ability to be analytical
 - ✓ What does this signify or mean?
 - ✓ Why is this important or significant?
 - ✓ Why does it happen?
 - ✓ How can we relate diff. things to each other?
 - ✓ Can we explain the whole thing in terms of our observations?
- 3) Ability to do critical thinking
- 4) Ability to evaluate
- 5) Ability to infer

Do's

- Accept the fact that much of the material is useless to your investigation.
- Realize that there is not a only style.
- Recommendation should clearly support your analysis.
- Recognize the difference b/w facts & inferences or suppositions.
- Take stand in your analysis & support it.
- Recognize that a good written product really is produced in the rewriting.

Don'ts

- Expect a right conclusion to be available following the study of a case .
- Tell the instructor that you need more information before arriving at a decision.
- Expect cases to cover a single discipline or to lend themselves to a solution by a given theory or concept.
- Expect your instructor to give you clear inst. on what he /she expects from yours analysis.
- Be so short-sighted that u decide on a conclusion early in the analysis & become locked into that conclusion.
- Feel that u have to solve all the problems in the case.