



## Case Study

A case study is an analysis of how certain people and institutions are involved in their environment. This type of paper is usually reserved for business, law, and psychology courses. Since this is an analysis, you should try to remain as neutral as possible.

The best way to write a case study is to put yourself in the shoes of a hired business or legal consultant. Pretend that you have to present this case study to the organization's top management.

There are five main sections of a case study:

- 1) **Introduction:** Describe the main personalities of the people involved and their environment. This section is relatively short.
- 2) **Problem Analysis:** Describe the major problems that the characters and organizations face. These problems can either be mentioned by the people involved or inferred from reading about the case.

*Ex:* inappropriate organizational structure, poor management, employee communication, lack of motivation, weak leadership, etc.

Don't address too many small problems. Focus on the larger issues and show how they have affected the smaller ones. You should also mention the things that you think the people involved are doing right and do not need to change.

- 3) **Expert Opinion:** Discuss what experts are saying about these problems and their recommendations. Be careful to cite your sources!
- 4) **Recommendations:** This is your chance to offer your own recommendations, so be specific and to the point. Your recommendations should not be your opinions, but should address specific problems that the organizations face. Also, don't give recommendations to problems that you have not covered in the Problem Analysis section. Get those creative juices flowing!
- 5) **Conclusion:** Make some predictions about how you think the company will do if it takes your suggestions. Do you think it will succeed, or will it fail regardless? Keep this section relatively brief.