



DALLAS BAPTIST UNIVERSITY

Case Study

A case study is an analysis of how 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, it is important to remain as neutral as possible.

The best way to write a case study is to imitate a hired business or legal consultant. Pretend that this case study will be presented 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 should be relatively short.
- 2) **Problem Analysis:** Describe the major obstacles that are keeping the characters/organizations from accomplishing their goals.

Inappropriate organizational structure, poor management, employee communication, lack of motivation, or weak leadership are all examples of problems that might be addressed in the case study.

Do not address too many small problems. Focus on the larger issues and show how they have affected the smaller ones. Be sure to mention the things that the people involved are doing right and do not need to change.

- 3) **Expert Opinion:** Discuss what experts are saying about these problems as well as their recommendations. **Remember** to cite the sources.
- 4) **Recommendations:** This is the chance to offer personal recommendations, so be specific. The recommendations should not be personal opinions; instead, they should address specific problems that the organization faces. Also, do not give recommendations for problems that were not covered in the Problem Analysis section.
- 5) **Conclusion:** Make some predictions about how the company will do if it takes the aforementioned suggestions. Will it succeed, or will it fail regardless? Keep this section relatively brief.