

Case Studies

What is a case study?

A case study is an opportunity to examine a specific subject, such as an individual, group, event, or organisation. You will provide in-depth analysis and insights on the case, supported by contemporary scholarly literature. You may also be asked to apply theory to a practical example.

Responding to a case study

1. **Select a Case.** Choose a subject that is interesting and will allow you to address the criteria and demonstrate your learning outcomes.
2. **Conduct Research.** Gather information and data from multiple authoritative sources. The task sheet may specify the sources required, and these sources may include your subject databases, scholarly and professional journals, books, and credible online resources. Ensure your sources are current and accurate.
3. **Develop a Framework.** Create an outline to organise your case study. Your task sheet may include a framework or template. If not, you might use the following sections.
 - Introduction: Briefly introduce the case and its significance.
 - Background: Provide context and background information.
 - Analysis: Discuss the key issues, challenges, and opportunities.
 - Solutions/Recommendations: Propose solutions or recommendations based on your analysis.
 - Conclusion: Summarise the key points and implications.
4. **Write Your Response to the Case Study**
 - Introduction: Start with an interesting introduction to capture the reader's attention. Clearly state the purpose of the case study.
 - Background: Provide detailed background information to set the context. Include relevant facts, figures, and historical data.
 - Analysis: Analyse the case by identifying the main issues. Use theoretical frameworks and concepts from your course to support your analysis.
 - Solutions/Recommendations: Offer practical solutions or recommendations. Justify your suggestions with evidence and logical reasoning.
 - Conclusion: Summarise the main findings and their implications. Highlight the lessons learned and potential future directions.
5. **Edit and Proofread**
 - Review your case study for clarity, coherence, and consistency.
 - Check for grammatical errors.
 - Ensure all sources are properly cited.
 - Submit your draft to Studiosity for feedback.

Examples: Relating the case to theory

Following are two examples relating *fictional* theories to a case. Information about the case is highlighted to demonstrate the integration of theory and case information. A similar interplay of case information with other sources should be used when relating the case to industry and professional standards, legislation and other legal sources, related data, and other pertinent sources.

Example 1:

Chen's (2020) healthy families model offers open hearted curiosity as key to successful communication. In the case of Scott and Jenny, Scott could try asking gentle, open-ended questions to discover why Jenny is avoiding school. According to Chen (2020) such questions may also help to deepen the trust between father and daughter.

Example 2:

In 2021, accounting firm Borris, Morris and Dorris experienced unexpected growth in demand for services following Dorris' successful negotiation with Proximal Enterprises. Unfortunately Boris and partners were unable to capitalise on this demand as they did not have the resources to accommodate additional clients. This experience can be explained by Babich and Jafari's (2024) description of 'underresourcing.' Babich and Jafari (2024) warn of the danger of being underprepared for growth and suggest that accounting firms have sufficient casual staff available to accommodate for sudden and unanticipated changes in demand. Had Borris and partners been prepared in this way, they may have been able to create considerable long term growth for their business.

Tips for Success

- Keep the case central to your writing. Regularly refer to the case throughout your work.
- Support your opinions and arguments with scholarly sources and the relevant legislation, professional and ethical standards, data, and other documents as specified in your task sheet.

By following these steps, you can create a well-structured and insightful case study that meets academic standards and provides valuable learning experiences.

Further support

Contact your student learning advisors via the Support for Learning team here:

supportforlearning@unisq.edu.au

Ph: +07 4631 2372