



# SLU CALM Resources

## Academic Writing

### Writing a Case Study

A case study is often a review or analysis of a real life situation. If the case study is based on a business problem, it may be written in the style of a business report. If the case study relates to the social sciences, then the type of writing required may be more reflective.

#### The reasons for completing a case study are:

- to match theories with reality
- to learn through practical application

Just as there are many varieties of case studies, so do the instructions and expectations of teaching staff vary. It is vital that you know the specific details of each assessment task.

Depending on whether your case study is based on a real organisation or an imaginary scenario, one way of getting the whole picture is by doing a situational analysis (internal and external factors: environment, competition, market, company), or a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

#### Generally a case study contains the following sections:

- Department or Faculty assignment cover page
- Title page
- Executive summary
- Table of contents
- Introduction (which may include case background)
- Body sections (may include identification of problems; analysis)
- Possible solutions
- Recommendations
- Conclusion or Implementation plan
- References
- Appendices