Case Study Format Template

The following is a suggested guideline for preparing your case study reports.

Cover Page
(Include Case Study Title, Student Names, Date of Submission)

Executive Summary
(If appropriate – should be written last to focus on key points/findings)

Introduction
Current Situation Analysis and pertinent Background including a synopsis of the relevant information from the case analysis.

Body

- Key Issues/Goals/Problems
- Decision Criteria
- Assumptions
- Data Analysis (analysis in appendix and summary info in body)
- Preferred Alternative with rationale.
- Justification/Predicted Outcome or Recommendations:
  It is important that all guesstimates or creative ideas be founded upon some economic rationale. If you are not confident in your ability to do so…PLEASE FEEL FREE TO DISCUSS "HOW TO" as a team with the professor well in advance of your case presentation.

Conclusion

References

It is recommended that you source business journals, periodicals, and textual references as well as any online research. Make sure you support your ideas with facts and figures. Please try to use your own words and ideas based on research rather than copy and paste other's words from the internet. You should use MLA style in-line citations, image source citations, and an alphabetical CITATION LIST in a references section.

Appendices

All charts, financials, visuals, and other related items can be placed here and referenced in the report.

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