



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Unit 2 - Chapter 3

Chapter Name: Applying the case study method

Today's Agenda

1. Define case study
 1. The case method as a learning tool
 2. Types of case study
 3. How to do a case study
 4. Preparing a case study
 5. Approaches to case study
 6. Do's and Don'ts for case preparation

1 Define case study



A case study is a description of an actual administrative situation involving a decision to be made or a problem to be solved. It can be a real situation that actually happened just as described, or portions have been disguised for reasons of privacy

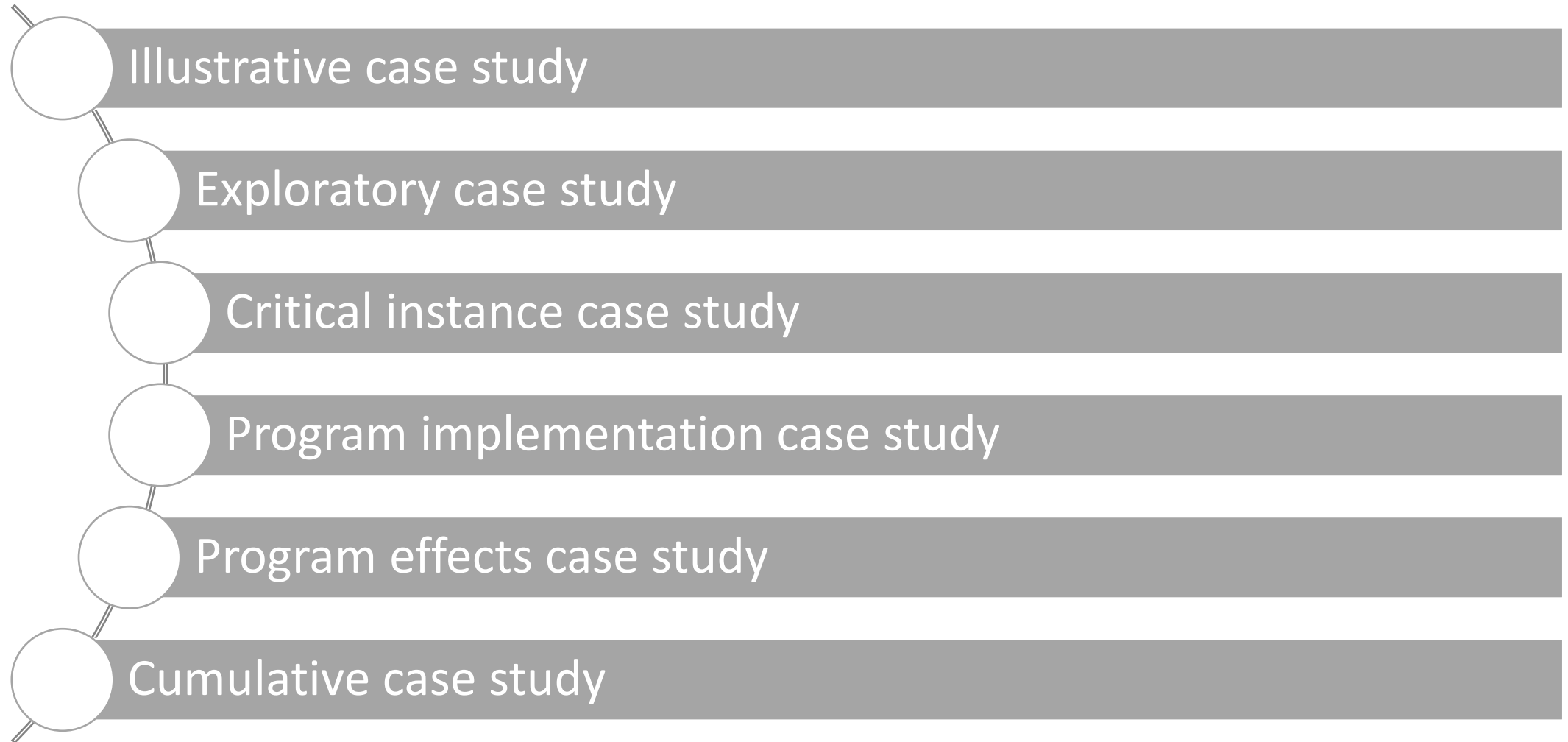
1.1 The case study method as a learning tool



The case method of analysis is a learning tool in which students and instructors participate in direct discussion of case studies, as opposed to the lecture method, where the instructor speaks and students listen and take notes

- Students teach themselves with instructor being an active guide
- Learning through joint and co-operative effort
- Assigned cases first prepared by students
- Students learn under the direction of instructor
 - How to evaluate a problem
 - How to make decisions
 - How to orally argue
- Students learn how to think in terms of the problems faced by an administrator
- Evaluation based on class participation & case written analyses

1.2 Types of Case study

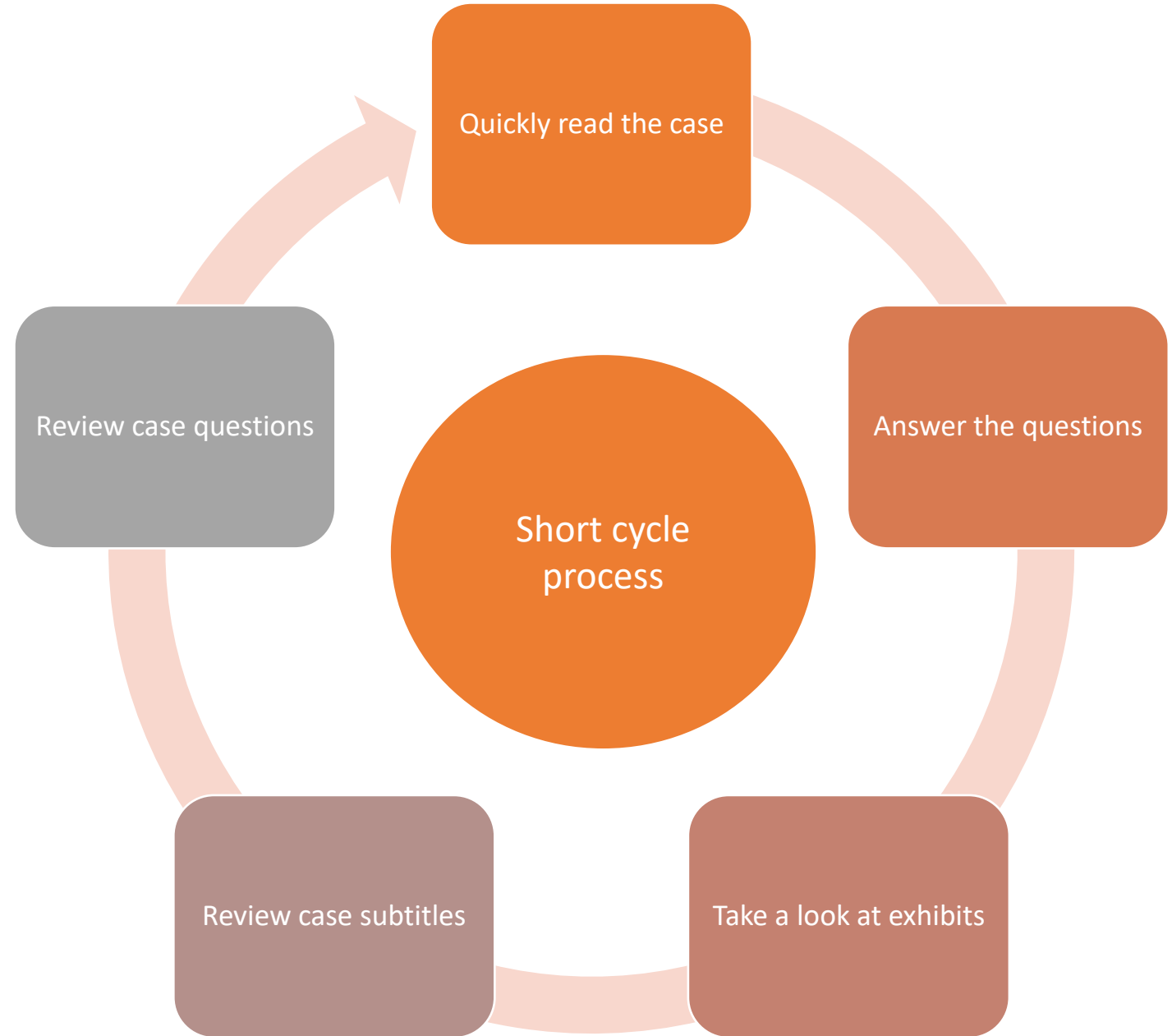


1.3 How to do a case study?

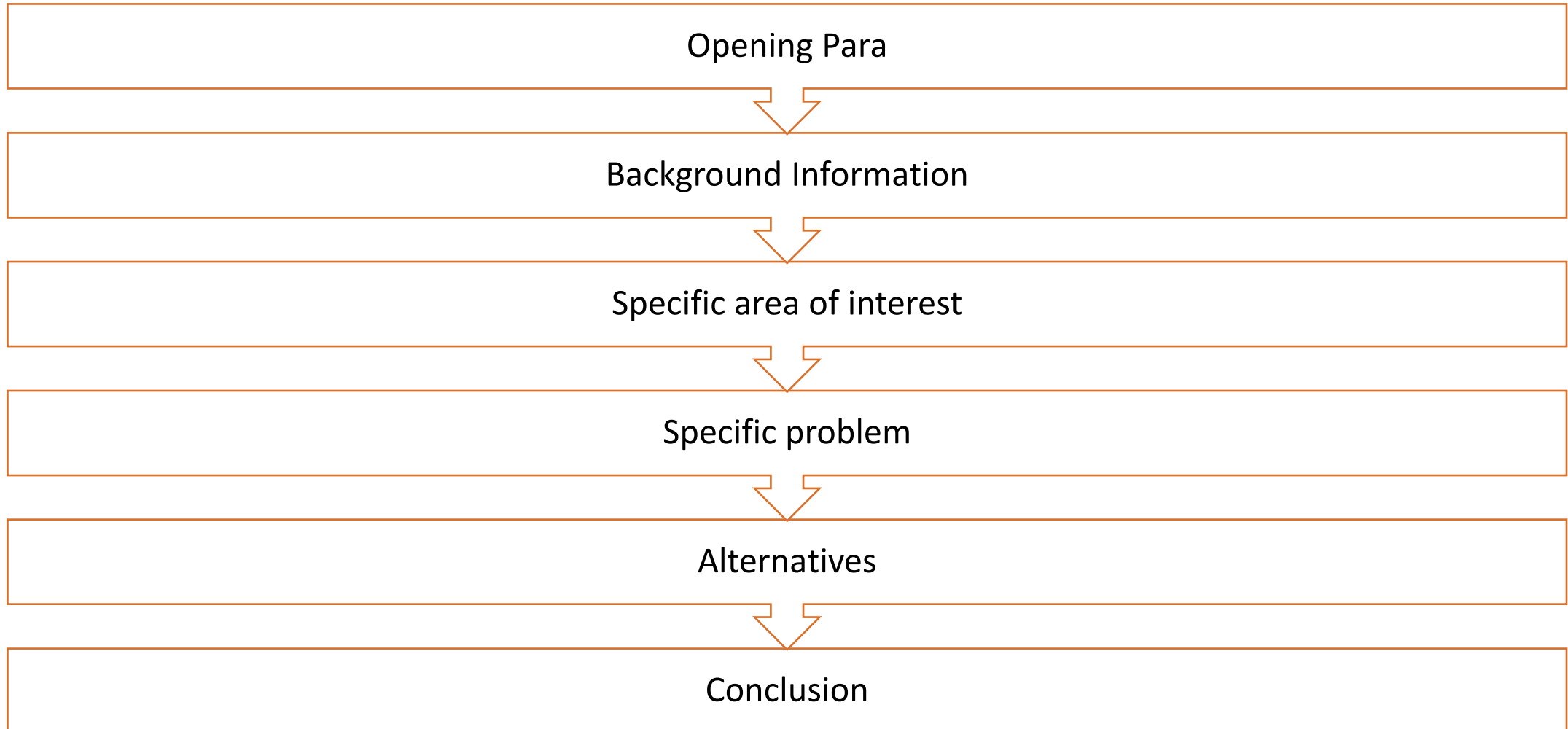
- Beforehand (usually a week before), you will get:
 1. the case study,
 2. (often) some guiding questions that will need to be answered, and
 3. (sometimes) some reads assignments that have some relevance to the case subject.
- Before the class discussion:
 1. Read the reading assignments (if any).
 2. Use the Short Cycle Process to familiarize yourself with the case.
 3. Use the Long Cycle Process to analyze the case.
 4. Usually there will be group meetings to discuss your ideas.
 5. Write up the case (if required).
- In the class discussion:
 1. Someone will start the discussion, usually at the prompting of the instructor.
 2. Listen carefully and take notes. Pay close attention to assumptions. Insist that they are clearly stated.
 3. Take part in the discussion. Your contribution is important, and is likely a part of your evaluation for the course.
- After the class discussion: Review all facts after the class. Note what the key concept was and how the case will be handled with the concern of all constraints

1.4

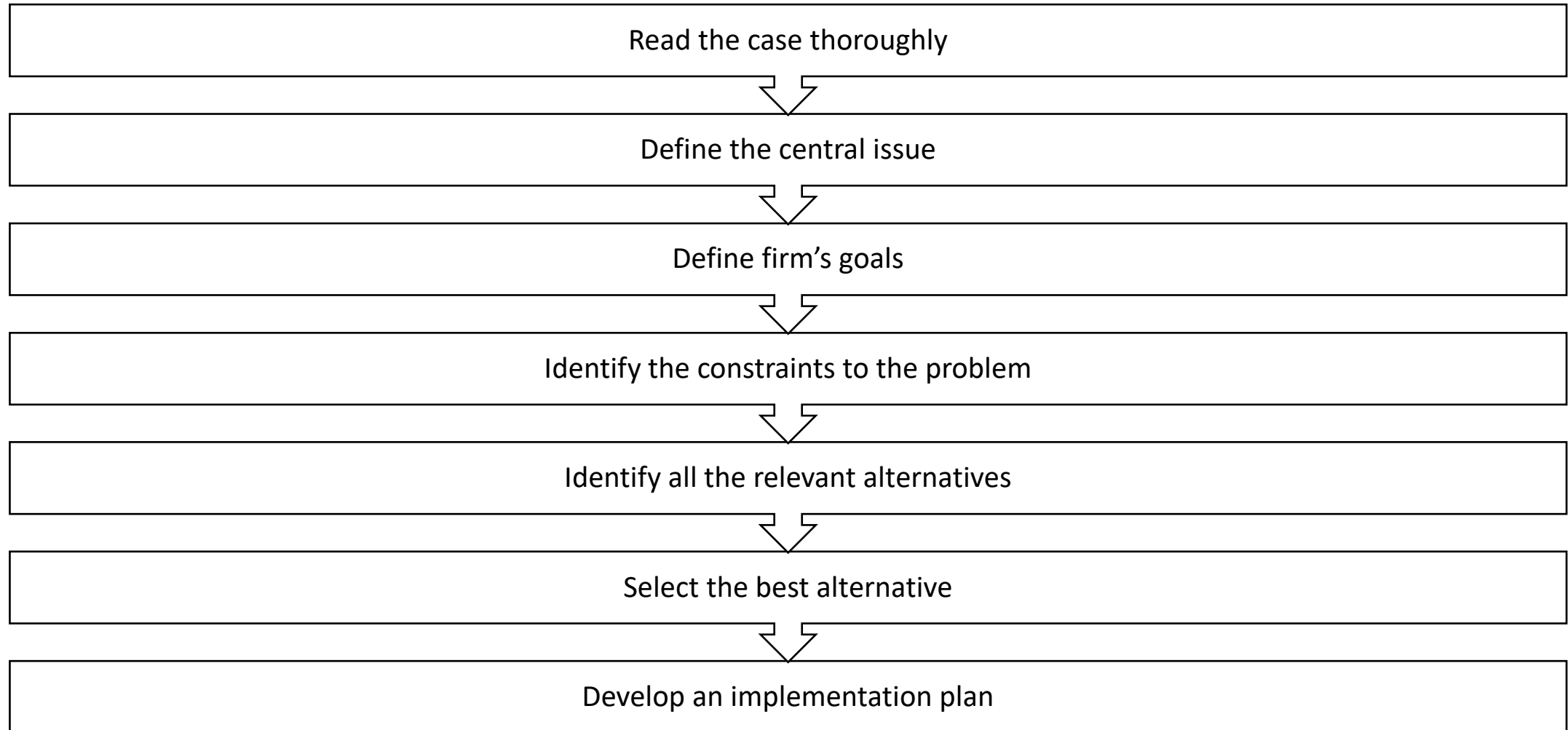
Short cycle process



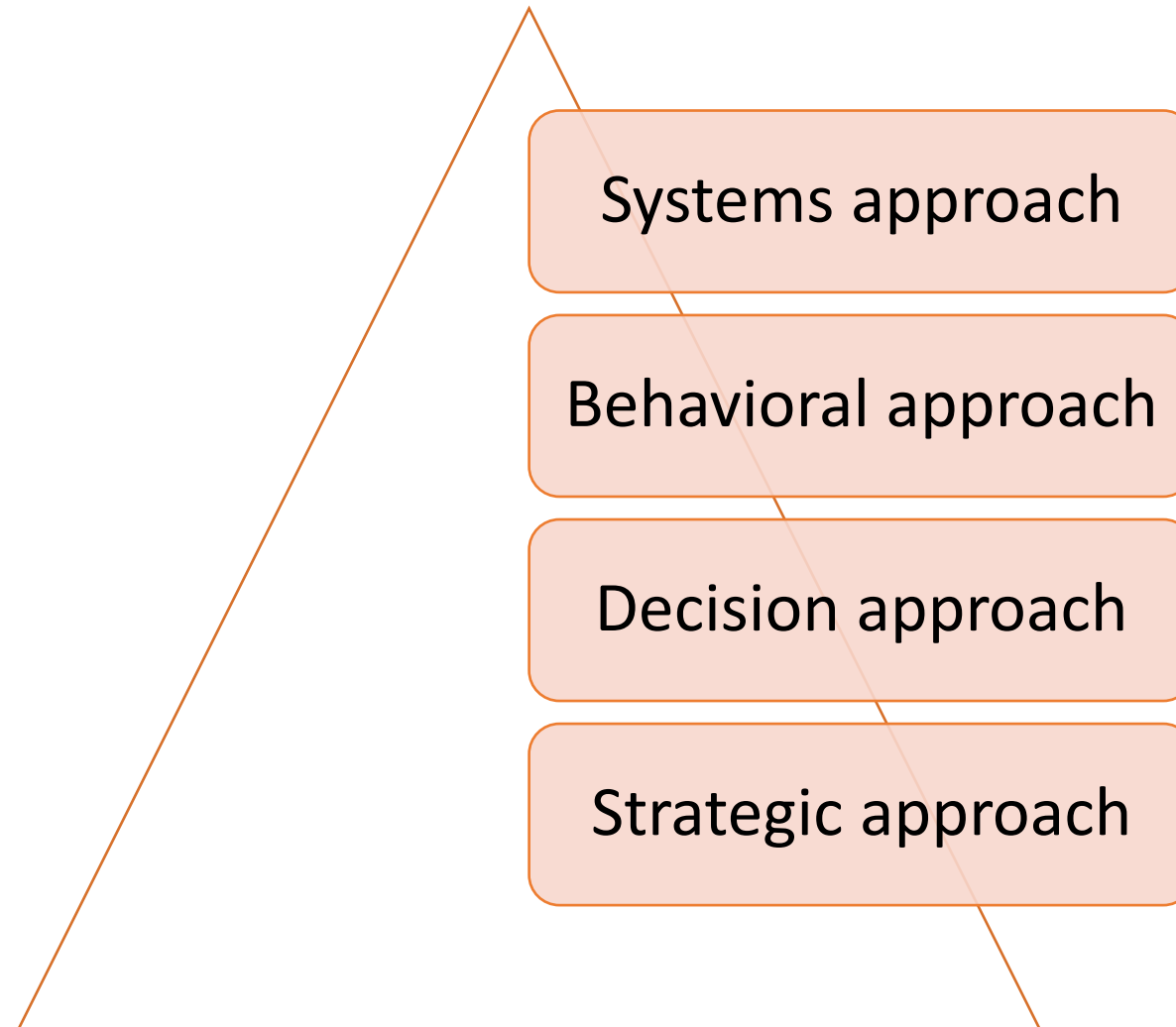
1.4 Long cycle process - Detailed reading of the case



1.4 Long cycle process - Analyzing the case



1.5 Approaches to case study



1.6 Do's and Don'ts

DO'S:

- 1. Know the case backwards and forwards before you begin your case study analysis.
- 2. Give yourself enough time to write the case study analysis. You don't want to rush through it.
- 3. Be honest in your evaluations. Don't let personal issues and opinions cloud your judgment.
- 4. Be analytical, not descriptive.
- 5. Proof-read your work.

DON'TS:

- 1. Don't quit at the most obvious answer-try playing devil's advocate; put yourself in the other person's shoes.
- 2. Don't try to solve all the problems identified. It is better to try to address a very few well rather than attempting to do so much.
- 3. Try to avoid confusing symptoms with problems making premature evaluations.
- 4. Write in a formal manner suitable for scholarly work, rather than a letter to a friend.

1.7 The PNB Scam

- What are the facts of the case?
- What is an LOU?
- How does an LOU work in the banking sector?
- What was the aftermath of the scam?
- What were the main factors leading to this fraud?
- What do you think is the ideal solution?