

How to Write a Business Case Study

Why Write a Business Case?

A business case study confronts students with a real-life situation and engages their abilities to solve its challenges. In presenting a specific business or policy situation—one that does not have an obvious solution—the case provides information for classroom discussion. A good case study stimulates an educated conversation and the building of business knowledge.

Good cases create an interactive, discovery-learning process where students learn to face business situations. A student reading the case should be provided with the information needed to form assumptions and make good decisions. Information critical to solving the case should never be contained exclusively in the case's teaching note, because doing so makes for frustrated students.

A good case is fun: It creates a participatory learning process in which students learn from one another. A well-written case compels students to distill complex subject matter that crosses functions and helps them begin to get comfortable making decisions. With the case method, students share their opinions with others and expand their thinking based on the diversity of opinion offered by classmates.

Writing a good business case is not difficult if the case writer internalizes a basic template and writes the case around solid learning objectives and a compelling narrative. We have pulled together ideas from our staff experience and others in the industry to provide case writers with a guide to assist them through the process, from concept to publishing. Case writers who use this guide should be able to put together a strong case that will generate a deeper understanding of course concepts through a thought-provoking, engaging discussion.

Prewriting Stage

Business cases are situations that exemplify a business concept. Case ideas can be found in a wide range of places—in research & newspapers, online, and from alumni & colleagues. However, a case should be more than an intriguing story. It should be based on the learning objectives of a course. Instructors should also have a clear decision point in mind for students to consider. The learning objectives and decision point of the case may change with further research and interviews, but it is important to start with these in mind and make changes as appropriate.

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Raffaella Di Napoli



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Reviewing **Business Case Study Examples In 2026 How To Improve Print On Demand**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Business Case Study Examples In 2026 How To Improve Print On Demand**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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