



The Institute of
Certified Internal
Auditors

THE CASE STUDY HANDBOOK

A comprehensive Case Study writing guidelines for the Members and Students set by the Institute of Certified Internal Auditors Pakistan.

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CASE STUDY WRITING GUIDELINES

SET BY THE INSTITUTE OF CERTIFIED INTERNAL AUDITORS PAKISTAN

A case study is one of many research instruments or strategies that are widely used by students, who are studying a particular issue or situation. Case studies are usually assigned at sociology, psychology, education, and anthropology courses.

A case study is an assignment that aims to investigate a certain problem and offer a good solution. They may range from the academic studies to the corporate promotion tools that aim to sell the specific goods. Whereas the research paper focuses on the reader's attention to the specific idea, a case study goes far beyond. In particular, a case study requires the student to pay attention to the smallest details, as well as investigating the issue from different perspectives using various research methods. As every problem in human life can be treated from different aspects, each case study demands a unique approach.



Cover Page

(Include student names and student Ids)

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 tool short form.

Body

May include:

- Target Market Identification
- Market Needs
- Forms of IMC in use
- Analysis of Case
- Key Issues/Goals

Recommendations

Should include:

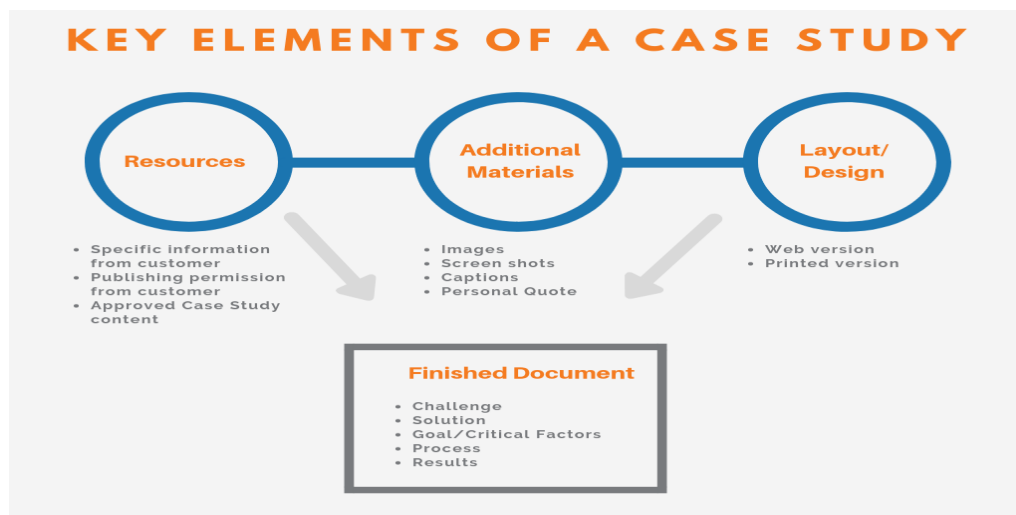
- Decision Criteria
- Assumptions
- Data Analysis (analysis in appendix and summary info in body)
- Preferred Alternative with rationale.

Justification/Predicted Outcome: *It is important that all guesstimates or creative ideas be founded upon some marketing rationale and a solid understanding of the metrics related to the target market and anticipated financial changes/impact. Using target market analysis and education estimation of population, Rs, £, ¥, \$, and units is appropriate.*

Conclusion

References

Recommend 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 PROPER HARVARD style in-line citations, image source citations, and an alphabetical CITATION LIST in a references section.



METHOD TO WRITE A COMPREHENSIVE CASE STUDY:

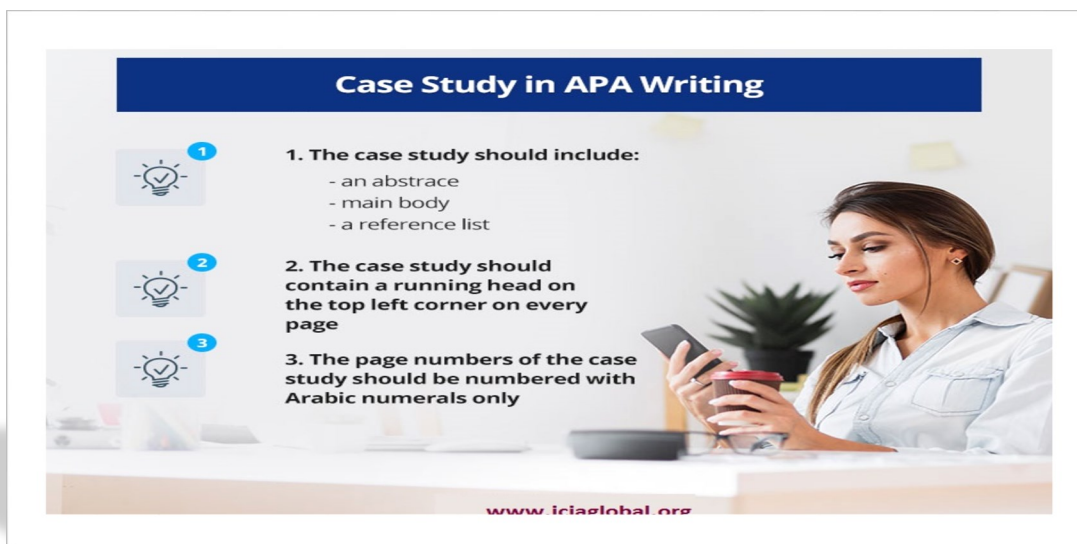
Think About the Research

As well as in many other academic tasks, in writing case studies, research goes first. Undoubtedly, being a student, you cannot be considered as an expert. Therefore, your statements without evidence do not have much value. Reading different sources with the different experts' opinions will help you come up with the most effective solutions for the analysis of your topic.

Follow These Steps for the Effective Start

1. Surf the web for credible and relevant sources.
 2. Make the list of sources found and categorize them according to the ideas discussed in them.
 3. Think about the key aspects of your topic that will be discussed in your case study. This process is called brainstorming and it requires writing down all the ideas that come to your mind.
 4. Choose several of the most substantial sub-topics and focus on them.
 5. Think about the key solutions. Do not hesitate to rely on the class discussions, your personal experiences, or class readings.
 6. Create a good case study outline and follow it point by point.
 7. When writing your key study, select the best solution and develop it.
- Use several methods for collecting and analyzing the data, and your professor will definitely add a few additional points for a good methodology chapter.

Write a Rough Draft of a Case Study



When the research is done and the key ideas are selected, writing a rough draft is not a problem. We advise you to check the grading rubric and prompt once again to make sure you move in the right direction. Knowing all the criteria and following the correct assignment structure, you will be able to create a truly great case study that will impress the most demanding professor. If you feel that you cannot do this task well, feel free to break it down into several pieces and write each of them separately.

Case Study Introduction

Introduce your topic to your target audience. A good introduction to the case study should contain enough background information on the results of the previous studies on your topic so that the audience could familiarize itself with the topic chosen. At the same time, do not overburden your introduction with the unnecessary details. The length of the introduction depends on the length of your case study.

Case Study Aims

The aim of your case study is suggested in your thesis statement. It should outline the scope of your research emphasizing the issues you want to tackle.

Case Study Methods

It is crucially important to inform your audience about what methods you used to collect your information. This section may include all interviews, academic journals, statistics, or observations.

Case Study Results

As the name suggests, this section is dedicated to the results of your research. Tell the audience what did you discover and if it has some theoretical or practical value.

Case Study Discussion

This section should give answers to the following questions: why did you pick this specific topic? What did you find about it? Are there some alternative approaches to its analysis?

How to Write a Case Study in APA Format?

How to Cite a Case Study in APA?



The name of the author



The year of publication



The name of the article



The publisher

There are many APA manuals that explain in detail how to write an APA case study. According to them, your paper needs to be double-spaced. According to the case study format APA, your case study should include an abstract, main body, and a reference list. Also, it should contain a running head on the top left corner on every page. Also, you have to use Arabic numerals for putting page numbers.

Title Page and Abstract to Case Study

In APA, a title page is a separate page that contains only the name of the student, the name of the instructor, the educational institution, and the running head.

An abstract usually contains a few sentences and serves as a summary of the paper. According to the APA guide, an abstract should take 200-250 words. If you do not know how to cite a case study in APA, feel free to find the good samples available on the web or address your instructor for assistance

PARTS OF A Case Study

INTRODUCTION

Sets the scene of the situation by providing context and background about the product or service.



CHALLENGE

What is the problem that the customer is facing?



SOLUTION

Provides a general overview of the product or service and how it was able to satisfy the customer's demands.



BENEFIT

Justifies why this product or service was the right choice for the customer by emphasizing its values.



RESULT

What transpired from the situation that proved the product or service met the customer's needs?



In-text Citations APA Style

In a case study in APA format, when you quote or paraphrase some text, you need to mention the name of the author and the year of publication. Purdue Online Writing Lab suggests the following quotation:

References in APA Format

All sources used in your case study should appear in your reference list alphabetically. The information of these sources should follow the common order: the name of the article, the date of publication, the title, and the publisher.