

MANAGEMENT CASE ANALYSIS

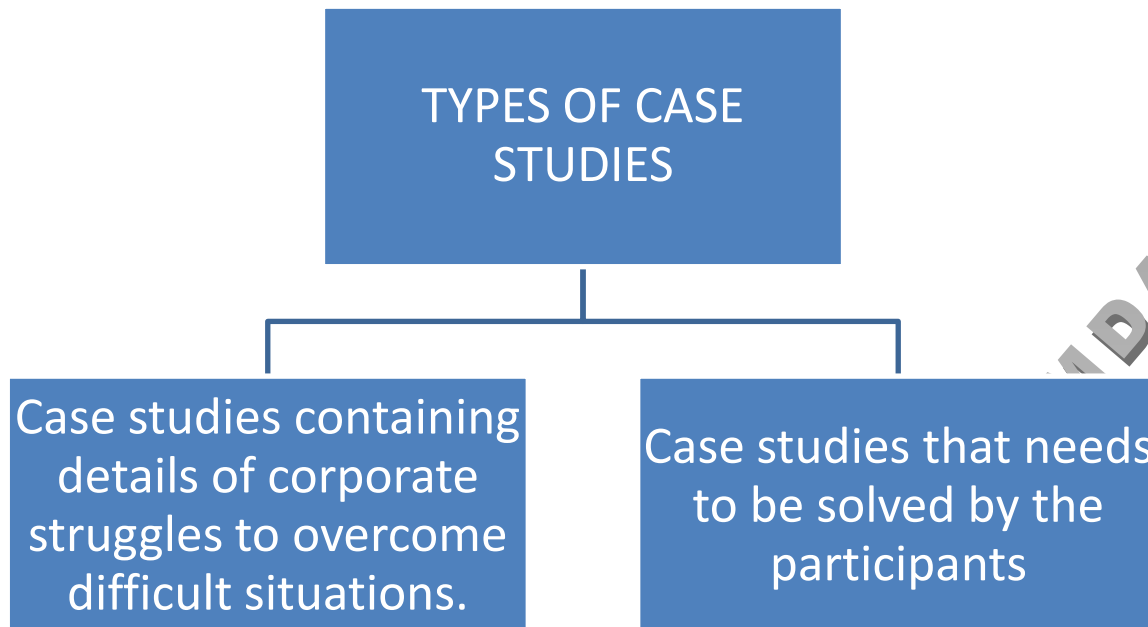
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Q.1 What is 'Case Study Method'?

A written description of actual managerial problems, situations and events. It provides factual information about an industry an organization, its products and markets, its competitive position and whatever financial, structural and economic data may be pertinent. A case study is a short description in words and numbers of actual management situation.

Q.2 What are the various types of case study?



Q.3. Elaborate the various steps for solving a case study

1. Study
2. Contemplate
3. Decide
4. Implement

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1. Read the case study quickly to familiarize topic characters/leading players and form an idea about the basic problem/objectives
2. Read it a second time, slowly and deliberately and make notes keeping the basic problem/objectives in mind. The notes should consist of
 - a. Important and relevant facts having a bearing on the problems and the , help set goals, objectives
 - b. Statements which would help define the problem more accurately, help define the problem more accurately, help set goals, nature of decisions required and so on. Remember the solution must tackle the problem and not the symptoms.
 - c. Understand the environment in which the case is set by noting down constraint, opportunities resources etc.
 - d. Identify the shortfall of information and make realistic assumptions in the light of the environment established earlier.
 - e. Identify possible alternatives for attaining the objectives evaluate cause-effect of each alternative.
 - f. Choose the alternatives which would help achieve the desired objectives in the best possible manner
 - g. Build an implementation plan for implementing the best alternative selected. A built in feedback system should be developed to ensure that implementation of the proposed actions proceeds as planned.

Q. 4. Write down the format for writing the solution and preparing a case study

- i. Problem: This should describe what is required to be achieved through the proposed solution
- ii. Boundary Limits: Specify the boundary limits under which the case is proposed to be solved. These may be given in the narrative either explicitly or by implication or these could be assumed
- iii. Case: This should contain the key words /phrases in the narrative. Do not rewrite major part of the narrative. Identify 10-15 key words /phrases and elaborate them.
- iv. Assumption: The gap in the data noticed while writing the keywords have to be filled by making assumptions. These assumptions should be clearly stated and if possible reason for

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making every assumption should be stated. Assumptions should never contradict the facts given or implied in the narrative.

v. Possible solutions and their evaluations: Under this central heading have 1, 2, 3 etc. Each solution number side heading should have paragraph heading of solutions and merits and demerits.

e.g.

Solution 1: Solution; Merit; De-merit

Solution 2: Solution; Merit; De-merit

FORMAT

- THE PROBLEM
- THE CASE
- THE BOUNDARY LIMITS
- ASSUMPTIONS
- POSSIBLE SOLUTIONS AND THEIR EVALUATION
- SELECTION OF THE BEST SOLUTIONS
- THE MANAGEMENT PRINCIPLE APPLICABLE
- IMPLEMENTATION
- FEEDBACK
- CONCLUSION

Q. 5. How do you formalize relative evaluation and selection of the Best solution for a case study?

Relative evaluation and selection of the best solution involves the following:

1. **Management Principles applied:** Briefly enunciate the theoretical principles used for obtaining the solutions / the best solution
2. **Implementation Plan:** Convert the selected best solution into a logical action plan
3. **Feedback:** Plan to get feedback at well defined stages and if possible consider a contingency plan /alternatives. These would have to be put into action in the event of

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the monitored results during the feedback showing variation from the results expected in the implemented plan.

4. **Conclusions:** Summarize by comparing what was the problem and how the action plan based on the best solutions has optimally solved it.

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