**Effective Case Responses**

Based on practices from a number of schools and suggestions from texts that use cases, this document seeks to provide a set of ideas for students to create case responses. Too often, students fail to provide the critical thinking and analysis anticipated from the cases.

An “is – is not” statement might be:

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| --- | --- |
| A Case response IS NOT | The Story |
| A Case response IS | Why and how to change and improve the situation. |

Within undergraduate case analysis, responses are typically short; this implies it is vital to follow a clear process and be concise. The following 8 sections should be included in your case responses.

**1- Introduction** - Very short! Include an objective and/or problem statement (what problem are you solving with this case?)

**2- Analysis** - Background and research information about the problem (a SWOT analysis may be used in some cases)

**3- Related Assumptions** - Scope of the problem, what should be assumed to setup your analysis and solutions

**4- Solutions/Alternatives -** Potential solutions (at least 3)

**5- Evaluation**- Rank and compare solutions by listing out pros and cons or each proposed solution

**6 - Recommendation**- Preferred solution or combination of solutions and rationale

**7- Implementation**- How to execute the solution

**8- Conclusion**- A short summary

Note: The each of the sections above should follow in the order outlined.

For 500 to 800 word responses, there might be some very short paragraphs or a combination of some areas listed above.

Further important concepts include:

Case responses use a more concise writing approach. However, you should maintain APA writing, citing, and referencing rules. Typically, your professor would need a title page; however, there may be variations in a number of APA formatting and style requirements. The use of third person would be the norm with some exceptions – seek guidance.

Each of the sections listed above forms part of a process. Each section leads to the next. Disjointed sections imply a lack of planning and clarity, leading to lower grades.

Analysis implies critical thinking and applying the learning from the course. **Respond in the context of the course.** Mere summarization of the case facts will earn a zero.

Provide clear guidance to indicate each content area. Do not integrate sections such as analysis, alternatives, and recommendations. Use headings, topic sentences. You might combine some contiguous sections such as alternatives and evaluations.

Be precise in your recommendations. Trying to combine too many or trying to leave options open will have a very negative impact on the grade awarded.

The recommendation should support the objective and needs support from a practical implementation plan.