



How to Write a Case

A case is a written description of a “real life” business problem or issue. The case study method (or case method) of teaching presents a problem or issue that students need to solve. As such, it is an effective way for students learn and apply concepts to real-life situations, strategies, and dilemmas.

- *Field cases* include and/or are based on insider experiences in the fashion industry. Field cases often include interviews or other primary sources not available to the public.
- *Public cases* explore published research, news, and statistics, about actual companies available through publicly accessible sources.
- *Scenario cases* describe realistic but hypothetical problems or issues a company in the fashion industry might face.

A quality case study is an effective learning tool that presents a business problem or issue relevant to current fashion industry in an unbiased manner. Students analyze the business problem or issue, articulate and evaluate multiple solutions, and provide a recommendation to the company as to how the problem or issue should be addressed. A quality case study provides background information to give context to the problem or issue and promotes discussion through a range of thought-provoking business questions. It includes an abstract, list of learning objectives, introduction, business problem, and business questions.

Abstract: Summarize the topic, scope and business problem with a clear statement of what will be expected of students (what they will learn).

Learning Objectives: List two to five measurable learning objectives; higher order learning objectives such as analyze, evaluate, differentiate, or compare are preferred.

Introduction:

- Identify the key business problem or issue that a company is facing.
- Introduce the key players and roles in the problem including the role the student will take in addressing the problem or issue
- Set the perspective of the reader. All case studies are to be written in the third person.

Business Problem:

- Identify the circumstances contributing to the business problem or issue
- Introduce the industry/company/history/business model
- Include key facts relevant to the case – e.g., number of employees, annual revenue, customers and vendors

Business Questions:

Pose the major business questions to the reader, in addition to broader study questions that promote discussion on the key issues within the case study.