WHAT IS A CASE STUDY?

“A detailed account of a real-life business situation, describing the dilemma of the 'protagonist'—a real person with a real job who is confronted with a real problem”. (Harvard Business School)

“A record of a business issue which actually has been faced by business executives, together with surrounding facts, opinions, and prejudices upon which executive decisions had to depend. These real and particularized cases are presented to students for considered analysis, open discussion, and final decision as to the type of action which should be taken.” (Charles I. Gragg, in Leenders & Erskine, 1989)

Why use cases?

- They hold students’ interest
- They create a discussion-filled classroom
- They put students in another person’s place, allowing students to practice their decision-making skills—a key to great leadership
- They achieve the dual objectives of knowledge training and behavioral training (Ivey, 2017)
THE BENEFITS

FOR STUDENTS

Discuss the analysis and solution of practical problems
Learn by doing and teaching others, instead of memory
Apply theory to practice
Stay committed and motivated
Develop communication skills

FOR INSTRUCTORS

As a facilitator, not as an oracle
Usually not tell the students the answer
Guide discussion into unconsidered aspects
Challenge and lead students to analyze proposed solution

FOR COMPANIES

To document decision-making best practices
As training material for the staff
To create awareness of the students about the company
To educate the future customers or users of the company's products or services
Unique Features of Cases

- Written in narrative form (as a story)
- Usually based on a real experience/problem
- Intended to teach a student a skill and/or a lesson (knowledge point)
- Almost always lacks an ending (students left to resolve the problem/issue through their own involvement in the decision-making process)
- Can be short or long, simple or complex

Anatomy of Case Study

OPENING PARAGRAPH

Company Background
Specific Area of interest
Specific Problem
Alternatives
Conclusion

I CHOOSE CASE STUDY BECAUSE...

THE LEARNING PYRAMID
average student retention rates

- Lecture 5%
- Reading 10%
- Audiovisual 20%
- Demonstration 30%
- Discussion 50%
- Practice Doing 75%
- Teach Others 90%

data source: National Teaching Laboratories

http://heineventures.com/user-interface-design-tips/the-learning-pyramid-2/

Tell me, and I will forget.
Show me, and I may remember.
Involve me, and I will understand

~Xun Zi~
BLUE BIRD GROUP: A RELIABLE TRANSPORTATION PARTNER

Case Synopsis

The timeline of this case began in June of 2003, while Ms. Noni Sri Ayati Purnomo, Vice President of Business Development at the Blue Bird Group, was preparing her presentation for the company’s President Director. She had to make decision to improve the business process to comply with ANDAL – *aman, nyaman, mudah*, and *personalize* – (safe, comfortable, accessible, and personalized). Ended in 2004, the company developed and implemented the ERP system with several challenges, such as in the maintenance process, inventory process, and also human resources.


KAWASAKI NINJA 250R: HEADING TO SUCCESS THROUGH PRODUCT STRATEGY, BLUE OCEAN AND BRAND LEVERAGING

Case Synopsis

The case describes of the success of the launching Kawasaki Ninja 250R. It is a power sports motorcycle. Since its first generation, the Kawasaki Ninja has been known to satisfy the passion for a power sports motorcycle, and the launch of the Ninja 250R was to reaffirm that symbol. With developed technology, it was proof of PT. KMI’s consistency in producing quality products