

BA 519
Guidelines for Preparing and Writing Case Assignments

In organizing your **WRITTEN REPORT**, it is suggested that you divide it into seven parts:

- I. **Executive Summary:** An abstract of the report not to exceed one page. Include recommendations and a brief rationale.
- II. **Introduction:** Present a brief summary of the important facts. Omit non-essential facts that do not affect the solution.
- III. **Problem:** State the question or questions concisely. Add questions to those stated in the case if you think they are appropriate.
- IV. **Analysis:** With the problems in mind, think of and search for alternative courses of action that would be feasible. Research is necessary at this stage. Consult general texts and special references pertinent to the problem. If business conditions at the date of the case affect the solution, find the appropriate facts.

Follow good practice in the use of footnotes, spacing, indentations, and other techniques that invite attention to important points and make your report easy to read. The make-up or form of your report is very important.

Avoid generalities. Express your ideas clearly. Support your ideas adequately by explanation, evidence, and footnote references. Be sure to include any data and information that are helpful in solving the problems. The strengths and weaknesses of alternative courses of action should be developed. The analysis should build to and support your recommendation.

- V. **Summary and Recommendation(s):** This section should be **brief** and positive. An answer must be given to each of the questions stated in Section III.
- VI. **Footnotes:** Follow proper footnoting procedures. Completeness and consistency should be exercised for citations.
- VII. **Tables:** Each table should have a professional look and, most important, be *Self-Contained*. All sources of information, equations used for computing the numbers contained in the tables, assumptions made, etc. should be included in the table. In other words, they should be stand-alone-- a reader should be able to fully understand the table without having to refer to any other part of the report.

The Report should be no longer than 6 double-spaced pages (excluding Executive Summary and the Tables). Please follow acceptable business practices in terms of margins and font size. Reference all sources and detail all the calculations. The assumptions that you have made in the case, if any, and their rationale should be clearly discussed.