

Industry Case Study Report

Brief

Research and compile a report relating to the construction industry.

Essential information

- Word count - 5000 (excluding, Table of Contents, Appendices, References)
- 10-15 references required
- All work to be submitted through Turnitin on Blackboard

Case Study Report - Report Structure

Abstract

1. Introduction

- **Background/Overview** - briefly describe key problem/issue central to the Case
- **Rationale**
 - why area is worth researching; reference(s) to support
- **Aim**
(One sentence)
- **Objectives**
what needs to be done to fulfil the aim e.g.
 - Examine relevant literature.....
 - Conduct a questionnaire/interview or other forms of primary research
 - Evaluate findings from primary research....
 - Analyse data/statistics...?
 - Synthesis and evaluate relevant primary and secondary data
- **Research Questions**
3/4 questions to achieve the objectives and address or 'answer' the Aim)

2. Methodology

Brief justification for methods used (show understanding of Qualitative/Quantitative/Research Methods (Interview; Questionnaire; Experiment; Action Research; Observation; Statistical Analysis / Reference to sample and how data will be analysed)

3. Literature Review: related to issue/problem.

4. Findings

- Overview of the Case - What? Why? How? Who? When? Etc.
- Describe and outline the main facts/issues/problems
- Suggest solutions/actions etc.
- Outline the advantages/disadvantages of solutions/actions

- Create links implicitly or explicitly with Research Questions
- Evaluate the best approach(es)
- See the case from the perspective of the reader or potential audience (some or all of the above may need to be underlined by Literature?)

5. Conclusion

- Briefly summarise (in own words background; issue/problem; findings etc.
- **Recommendations**
- Offer and justify recommendations/solutions (perhaps balance practice with theory/literature?)
- Suggest approach/action plan....?

References

- List of sources referenced in the work.

Bibliography

- Background reading which informed research but is not referenced.

Appendices

- Case study data not included in main report.