

Case Analysis

Complex decision-making environments

Apply knowledge to gain experience and develop analytical skills

Real-life situations faced by managers

Place the student in a managerial position

Evidence provided

Logical process in decision-making

Steps in Case Analysis

1-Identify and diagnose problem(s)

2- Develop alternative solutions and evaluate each alternative by assigning quantitative or qualitative values

3-Choose the best alternative solution based on facts,inferences,speculation

4-Conclusion