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Refer to guidance notes for completion of each section of the specification.

<b>Module Code:</b>	BUS683
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<b>Module Title:</b>	<b>Case Study Analysis</b>
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<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GABP	<b>JACS3 code:</b>	N000/100079
		<b>HECoS code:</b>	

<b>Faculty</b>	Faculty of Social & Life Sciences	<b>Module Leader:</b>	David Mwaura
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Scheduled learning and teaching hours	24 hrs
Supervised learning eg practical classes, workshops	48 hrs
<b>Total contact hours</b>	<b>72 hrs</b>
Guided independent study	128 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Business Studies	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

<b>Office use only</b>	
Initial approval: 24/04/2020	Version no: 1
With effect from: 24/04/2020	
Date and details of revision:	Version no:

**Module Aims**

This module exclusively focuses on enabling students to review practical business problems and proposing solutions to these problems. Students will be required to solve cases and justify the solutions that have been put forward from an available pool of different solutions. Students will focus on decision making and ensuring that developing the viability of their responses becomes a key element of their skill sets.

**Module Learning Outcomes - at the end of this module, students will be able to**

1	Define and critically discuss the problem/issues to be addressed and evaluated in a business scenario/case study context
2	Identify and critically discuss the theory, principles, contexts and functions of case study analysis methodology and application and their contribution to the development of business success.
3	Understand and critically comprehend and evaluate the relationship between case study analysis, business project development opportunities and the formulation of business proposals and related business decision making
4	Critically develop a business development proposal which is based on benchmarked case study analysis and evaluation and which is contextualised by the student's career aspirations.

<b>Employability Skills The Wrexham Glyndŵr Graduate</b>	<b>I = included in module content A = included in module assessment N/A = not applicable</b>
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
<b>CORE ATTRIBUTES</b>	
Engaged	I
Creative	N/A
Enterprising	N/A
Ethical	I
<b>KEY ATTITUDES</b>	
Commitment	I
Curiosity	N/A
Resilient	I
Confidence	N/A
Adaptability	N/A
<b>PRACTICAL SKILLSETS</b>	
Digital fluency	I
Organisation	N/A
Leadership and team working	N/A
Critical thinking	I
Emotional intelligence	N/A
Communication	I
<b>Derogations</b>	

None

### Assessment:

Indicative Assessment Tasks:

*Guidance: please ensure you add indicative word count and durations within the narrative body of this section*

Individual case study analysis – 3000 words

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	LO1,LO2, LO3, LO4	Individual case study analysis	100

### Learning and Teaching Strategies:

A variety of teaching approaches is used, including lectures, seminars, case analysis, teamwork and extensive use of electronic resources for guided research.

Students will be given a number of case studies to discuss and analyse in class, based on companies in the UK which have gone into liquidation in the past five years. These include Woolworths, FLYBE and Thomas Cook. Also included are case studies of organisations which are currently struggling such as Debenhams and John Lewis.

Students are then required to identify similar organisations in their home country (in this case Malta) and use them for their case studies.

### Syllabus outline:

How to approach a case study  
Analysis of situation and issues  
How to write a case study report  
Pitfalls of case study analysis

### Indicative Bibliography:

**Essential reading**

Gerring, J (2016) *Case Study Research: Principles and Practices* 2nd edn. Cambridge University Press  
Simons, H (2009) *Case Study Research in Practice* Sage Publications Ltd.  
Thomas, G (2015) *How to do your Case Study: A Guide for Students and Researchers* 2nd edn. Sage Publications Ltd.  
Yin, RK (2018) *Case Study Research: Design and Methods* Sage Publications, Inc; 6th Edition Sage Publications

### **Journals**

International Journal of Case Studies  
International Journal of Teaching & Case Studies  
Journal of Case Studies

### **ONLINE RESOURCES**

- <https://sfcjcs.org/jcs/>
- <http://www.casestudiesjournal.com>
- <https://www.cluteinstitute.com/ojs/index.php/JBCS/index>
- <http://www.inderscience.com/jhome.php?jcode=IJTCS>
- <http://www.sfcjcs.org/index.php/sfcjcs>

### **Other indicative reading**

- Thomas, G. (2015) *How To Do Your Case Study* (2<sup>nd</sup> edn) Sage Publications
- Gerring, J (2007) *Case Study Research: Principles and Practices* Cambridge University Press
- Farquhar, J.D. (2012) *Case Study Research for Business* Sage Publications Ltd.