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**IPER**

**ICT to promote Cultural Heritage**

**DERIVERABLE DESCRIPTION**

**GUIDELINES FOR CASE STUDIES**



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## **CASE STUDY REPORT FORMAT GUIDELINE**

The structure of the case studies will be defined by the partners and will include at least the following sections: introduction, promoter profile and competences, initiative data, previous situation, succession process, results, queries and considerations, recommended training.

The reference font for the body text is Arial.

The font size allowed is 11 points. Standard character spacing and a minimum of single line spacing is to be used. Text elements other than the body text, such as headers, foot/end notes, captions, formula's, may deviate, but must be legible. The page size is A4, and all margins (top, bottom, left, right) should be at least 15 mm (not including any footers or headers).

### **Cover Page**

(Include PROJECT REFERENCE NUMBER)

### **Executive Summary**

(If appropriate – should be written last to focus on key points/findings)

### **Introduction**

Current Situation Analysis and pertinent Background including a synopsis of the relevant information from the case analysis tool short form.

### **Body**

May include:

- Target Market Identification
- Market Needs
- Analysis of Case
- Key Issues/Goals



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- Recommendations

Should include:

- Decision Criteria
- Assumptions
- Data Analysis (analysis in appendix and summary info in body)
- Preferred Alternative with rationale.
- Justification/Predicted Outcome:

*It is important that all guesstimates or creative ideas be founded upon some marketing rationale and a solid understanding of the metrics related to the target market and anticipated financial changes/impact. Using target market analysis and education estimation of population, €, and units is appropriate.*

## Conclusion

## References

Recommend that you source business journals, periodicals, and textual references as well as any online research. Make sure you support your ideas with facts and figures. Please try to use your own words and ideas based on research rather than copy and paste other's words from the internet. You should USE PROPER HARVARD style in-line citations, image source citations, and an alphabetical CITATION LIST in a references section.

## Appendices

All charts, financials, visuals, and other related items can be placed here and referenced in the report.

## Drafting the Case

Once you have gathered the necessary information, a draft of your analysis should include these general sections, but these may differ depending on your assignment directions or your specific case study:

### 1. Introduction

- Identify the key problems and issues in the case study.
- Formulate and include a thesis statement, summarizing the outcome of your analysis in 1–2 sentences.

### 2. Background



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- Set the scene: background information, relevant facts, and the most important issues.
- Demonstrate that you have researched the problems in this case study.

### **3. Evaluation of the Case**

- Outline the various pieces of the case study that you are focusing on.
- Evaluate these pieces by discussing what is working and what is not working.
- State why these parts of the case study are or are not working well.

### **4. Proposed Solution/Changes**

- Provide specific and realistic solution(s) or changes needed.
- Explain why this solution was chosen.
- Support this solution with solid evidence, such as:
  - Concepts from class (text readings, discussions, lectures)
  - Outside research
  - Personal experience (anecdotes)

### **5. Recommendations**

- Determine and discuss specific strategies for accomplishing the proposed solution.
- If applicable, recommend further action to resolve some of the issues.
- What should be done and who should do it?