

*Frequently Asked Questions by Featured Organizations
in WDI Publishing Case Studies*

WHAT IS A CASE STUDY?

A case study portrays a dilemma faced by a person in an organization. It simulates a real situation and students take on the role of the decision maker in that organization which allows them to gain experience addressing challenges across a variety of functional areas such as human resources, finance, and marketing. Case studies present a realistic business scenario, inclusive of all its complexity, misconceptions, risks, confusion, and pressure. There is never one obvious solution to a challenge presented in a case study. Instead, a case provides enough information to formulate multiple outcomes. Case studies might appear to present information in a straightforward, linear fashion but students must analyze and decide which information is most relevant and useful -- a valuable part of the learning experience.

HOW WILL THE CASE STUDY BE USED?

Employers want to hire graduates who are experienced in analyzing situations and making good business decisions within complex working environments. Case studies are used in higher education to teach students how to develop these skills. Instructors use case studies in their teaching to illustrate a specific objective, such as how to implement a successful domestic program on a worldwide scale, how to structure a company to create a social good, or how to analyze the change in management challenges over time as a firm expands its product line and enters global markets. Case studies are integrated into the curriculum of top business schools worldwide, so that tomorrow's leaders are prepared to make tough, real-world decisions.

WHAT IS THE CASE TEACHING METHOD?

The case teaching method is a form of action-based learning. It requires students to put themselves in the role of the main character (protagonist) in the case and then make a critical decision. The case method makes students active participants in their own learning by engaging in group discussions to analyze information, develop ideas, and evaluate solutions. In the classroom, students share and defend their decisions under the guidance of the instructor. The case teaching method is very effective at developing problem-solving expertise and critical thinking skills.

WHAT IS A “FEATURED ORGANIZATION” WITHIN A CASE STUDY?

The featured organization is the company or organization highlighted within a case study. It is where the main character is employed or engaged and is the venue where the decision, problem, or opportunity takes place.

WHAT ARE THE BENEFITS OF BEING A FEATURED ORGANIZATION IN CASE STUDY?

1. Being a featured organization is both a practical and altruistic role. The organization will play a significant role in helping tomorrow's leaders become better prepared to face complex decisions in the ever-changing world of business.
2. The organization will gain broad exposure to thousands of future graduates who may seek out the organization for employment. These graduates will already have cross-functional experience in making challenging decisions using their analytical, creative, social, and application skills (from analyzing case studies) and will be familiar with some aspects of the featured organization's operating environment.
3. Many featured organizations use the completed case study within their internal training programs.
4. Employees within the featured organizations benefit from sharing the importance of their roles and tasks as described in the case study.



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WHAT IS THE ROLE OF THE FEATURED ORGANIZATION?

The role of the featured organization is to provide information and data, to check for accuracy/completeness, and to assist in the final review and release of the case. Most importantly, the appropriate person within the featured organization must provide WDI Publishing with legal permission to publish and distribute the case study.

WHAT IS THE ROLE OF THE CASE WRITER?

The case writer asks questions, collects data, and writes the case study. It is important to understand that the case writer's primary responsibility is to accurately present facts and data that fulfill a specific teaching objective. In addition, the case writer must ensure the case is original, timely, and based on carefully researched data. The case writer's role is not to create a marketing or promotional piece for the featured organization or to participate in any type of consultative role.

WHAT ABOUT CONFIDENTIALITY AND LEGAL PERMISSION TO RELEASE THE CASE?

The case writer maintains strict confidence throughout the case writing process. The finalized case will be submitted to the featured organization to confirm accuracy. Then, the featured organization will be asked to sign a legal document that confirms they have completely reviewed and approved the final version of the case study.

