

Business Presentations: The Case Study

Case studies are teaching tools used specifically in a business-learning environment. They consist of detailed analysis of either a real or realistic business situations and are designed to assist students with realizing the intricacies of decision-making within the corporate environment. Students are often required to present oral reports on the case studies, sometimes in groups, other times individually. After reviewing the report, students should

1. Provide an overview of the major issues in the case
2. Identify the stakeholders
3. Describe the relevant alternatives
4. Provide the best solution and the reasoning/logic for that choice
5. Make recommendations for implementing the solution
6. List any barriers to implementation
7. (If appropriate) Describe the expected results

As with any presentation, it is important to include a cohesive introduction and conclusion in addition to the material asked for in the presentation. Skipping these steps can make the presentation seem disjointed.