UNIVERSITI MALAYSIA KELANTAN

INDUSTRIAL TRAINING:

A REPORT PREPARATION GUIDELINES

FACULTY OF HOSPITALITY, TOURISM & WELLNESS

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Due to the Covid-19 pandemic, the faculty has decided to restructure the internship report prepared by the students effected. The faculty recommends the students to prepare a case study report. A case study can be defined as an analysis of a project that identifies a situation, recommended solutions, implementation actions, and identification of those factors that contributed to failure or success. A case study analysis requires you to investigate a business problem, examine the alternative solutions, and propose the most effective solution using supporting evidence.

A case study should include the following essential elements:

Title

The title of a case study should represent the problem and the result.

Executive summary

The executive summary should be written in one or two paragraph section summarizing the case study's contents.

The subject

The subject is referred to whom is this case study about, for example, the company staff or customers.

Problem or challenge

The challenge is referred to trouble or issue that the subject is experiencing.

Solution

The solution is referred to the ways or strategies to resolve the issue or problem.

Results

The result of case study is referred to the finding. The results can be presented in percentages.

Below are **SIX (6)** steps for conducting a case study:

Finding the subject of case study

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Ask for permission

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Send an introductory questionnaire

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Format a case study interview question

↓

Schedule the interview

↓

Write a case study

STEP 1: FINDING THE SUBJECT OF CASE STUDY

The first step in a case study writing process is deciding which organization you want to write about. It could be the company that you have interned with or other companies that are relevant to your course of study. You may wish to communicate with your immediate supervisors or your Human Resource (HR) manager requesting their permission to write a report about their company/organization especially how the Covid-19 effect their businesses:

1. What are the significant impacts of the pandemic on their day to day business operation?
2. How the company or industry managed to operate their businesses amid the Covid-19 outbreak as tourism is declined.

In order to find the relevant information, you may consider:

1. Talking to the company management team or its representatives to see if there are any prospects who may be willing to participate.
2. Send email or text the potential participants who are willing to share the above information
3. Ensure that the information provided is for academic purposes only and the name of the participants will not be revealed.

STEP 2: ASK FOR PERMISSION TO USE THE STORY OF THE CASE STUDY SUBJECT

It is very important that you should seek permission from the company that you have interned with. You can only prepare the case study upon approval from the organization. You may also contact your lecturer supervision should you face any difficulty in preparing the report of the case study. The following is an example of the permission letter

Create a Permission Letter

If you are creating multiple case studies, design a pre-written permission letter. It will help move your writing process along. Your letter should include:

- *What the case study undertaking is going to look like.*
- *What they get out of the case study.*

Here is a template you can tailor to your needs:

Hi [Name of person],

I am conducting a case study, and I would like to tell the story of [company]. Would you be interested to be a part of this assignment to create a case study around the use of company's product?

Here is a description of our process and what I really need from you:

What we would like from you:

- ***High-resolution company logo (basically as big as possible)***
- ***High-resolution images of your team, company office, etc – stories with photos of your team will drive more traffic (people like seeing that there are humans behind a story)***
- ***Stats: before [Company] / after [Company]***

What does the process look like?

- ***1 [phone/video call/coffee] interview with [person].***
- ***Our team will then take your interview and build a story out of it.***
- ***2-3 email conversations may be necessary to gather extra information.***
- ***Once the final draft is complete – we will send it over to your team for review.***

Average Turnaround Time: 1 month (subject to change based on response times and edits).

Best regards,

[SIGNATURE]

STEP 3: SEND AN INTRODUCTORY QUESTIONNAIRE

Once your case study subject (for example, a client or customer) has agreed to participate, you should begin to format your introductory questionnaire. This questionnaire will help you obtain the information you need to shape the story of your case study.

Some potential questions to include could be:

- What potential problems did you faced during the COVID-19 outbreak? How do you manage to get your business rolling during the outbreak?
- Do you have to let go of your employees permanently during the outbreak?
- What are your solutions in getting survived in your business during the outbreak?
- What are your goals as a business or organization?
- Are you comfortable sharing data and metrics demonstrating your success?

You can adjust your questions based on how your case study subject (for example, customer) uses the company product to get specific answers or quotes that can be highlighted in your study. Subsequently, you can email the company/customer/client those introductory questionnaires so that the company will be better prepared to answer the questions.

STEP 4: FORMAT A CASE STUDY INTERVIEW QUESTION

Once your case study subject has completed your initial questionnaire, it's time to draft your interview questions. Asking quality interview questions is critical to ensure that you get the information you need to write a full case study. Remember, your case study subject is busy, so avoid asking for more detail multiple times.

Based on the responses that you received from your initial questionnaire, you can adjust questions to get any additional information you need.

Before: The Problem
Your case study will always open by presenting a problem suffered by one of your case study subjects. This part of the study establishes what's at stake and introduces the characters – the company, the client company, and whichever individual decision makers speak for each side.

During: The Solution
Once you define the problem, the next step presents your offering, which serves as the answer to the dilemma.

After: The Result
In the final step, you discuss the "happy ending" brought about by your solution.

Here are examples of case study questions to add to your interview:

1. **<u>Getting to know your subject</u>**

These questions should be similar to the ones you sent in your questionnaire. These should help you gather any information you may have missed. Potential examples are:

i. *What industry or sector is your company in?*
ii. *What is the business start date?*
iii. *What is your work process like?*
iv. *What are the types of services/products your company has offered?*
v. *Did your company offer essential services?*
vi. *How long have your company been operates?*
vii. *How many staff are on your company?*
viii. *What is the company's vision and mission?*

2. **<u>What problems were they experiencing?</u>**

Your case study participants were obviously experiencing some problem due to the current situation regarding the COVID-19 outbreak. Give the readers of your case study, even more, context by getting as much information about their problem as possible. Some possible questions to include in your interview are:

i. *When did your team first realize that this COVID-19 pandemic will affect your company?*
ii. *What solutions did you try to lessen or solving the burden/effect of COVID-19?*
iii. *Does COVID-19 outbreak affect your business in the long run?*
iv. *How long will your business recover from the impact of covid-19?*

3. **<u>What helped them make their decision?</u>**

Finding out what helped your subject decide to make their decision, it can help you to determine what materials to publish. Try these questions out during your interview:

i. *What materials did you read or watch that influenced your decision?*
ii. *What criteria did you have when you were looking for a solution?*
iii. *What competitors did you look at (if any)?*
iv. *What kind of solutions do they look for?*
v. *What difficulties did you face while solving the issue?*

<u>STEP 5: SCHEDULE THE INTERVIEW</u>

You have found your subject, and your interview questions are at the ready. The next part of your process is going to involve setting up your interview. First, you need to set up a time for your interview on a synced calendar. Then you need to decide how you're going to conduct your interview. Here are some options:

- Phone interview. Use a phone call recording app. Make sure you have permission to record your call.
- Video call. If you are using a Mac, Quicktime makes it easy to record video calls on your desktop for free. Windows users can use Skype.
- Face to face meeting. If your case study subject is local, this may be the easiest and most personable option.
- Email directly to the immediate supervisor or HR manager.

Once you and your case study subject have decided on an interview time and place, make sure that you have a way to document your interview, either through a recording device or note taking (we highly recommend recording your conversation for accuracy and peace of mind).

STEP 6: WRITE YOUR CASE STUDY

Finally, you have all of the information collected in one place. Now comes the fun part, putting it all together into the case study template. Before you begin writing, follow these guidelines to help you prepare and understand the case study:

1. **Read and Examine the Case Thoroughly**
    - Take notes, highlight relevant facts, underline key problems.
2. **Focus Your Analysis**
    - Identify two to five key problems.
    - Why do they exist?
    - How do they impact the organization?
    - Who is responsible for them?
3. **Uncover Possible Solutions/Changes Needed**
    - Review course readings, discussions, outside research, your experience.
4. **Select the Best Solution**
    - Consider strong supporting evidence, pros, and cons. Is this solution realistic?

DRAFTING THE CASE

Once you have gathered the necessary information, a draft of your analysis should include these general sections. Still, 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**
   - 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.
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?

FINALIZING THE CASE

After you have composed the first draft of your case study analysis, read through it to check for any gaps or inconsistencies in content or structure:

- Is your thesis statement clear and direct?
- Have you provided solid evidence?
- Is any component from the analysis missing?

When you make the necessary revisions, proofread and edit your analysis before submitting the final draft.

FORMAT FOR WRITING CASE STUDY

1. Cover page – Include Title or Headline
2. Executive Summary
   - Executive summary is a summary that describes the overall of what is written in your case study. You need to report the company background, challenges faced, solutions, and recommendations.
   - Your Executive summary should restrict to only **ONE (1)** page.
   - This page must be numbered using the Roman numeric format
3. Acknowledgement
   - You should give credit to those who have assisted in preparing your case study. For example, you may want to thanks the company, customer, lecturers, supervisors, etc.
   - Restrict to only **ONE (1)** page.
   - This page must use lowercase Roman numerals (i, ii, iii, etc.).
4. Table of Contents
   - Your table of contents must include the titles, first-level headings, and second-level headings only.
   - This page must use lowercase Roman numerals (i, ii, iii, etc.).
5. List of Tables
   - Each table included in the case study should be listed here.
   - This page must use lowercase Roman numerals (i, ii, iii, etc.).
6. List of Figures
   - Each picture, diagram or chart included in the report must be listed here.
   - This page must use lowercase Roman numerals (i, ii, iii, etc.).
7. Contents of Case Studies
   - **CHAPTER 1: INTRODUCTION**
     - This chapter includes details of the organization, organizational size, number of staff, location of the organization, main activities, products, and facilities provided.
     - The background should also include the history of the organization, mission, vision, and direction of the organization.
     - Students are advised to consult with industry management before writing organizational information so that it does not conflict with the organization's policies

- This part should be approximately 2-5 pages in length.

  - **CHAPTER 2: PROBLEMS OR CHALLENGES**
    - In this part of the study, you should write about the top two to three issues faced.
    - This part should be approximately 7-12 pages in length.
  - **CHAPTER 3: SOLUTIONS**
    - In this chapter, you should write about how did the company resolve the issues or drive benefits
    - You should explain why the solution was selected and discuss the benefit of using such solutions.
    - You also need to support your solution with substantial evidence, such as the use of theory, external research, relevant examples, and other readings.
    - Alternatively, you can also compare your case studies with other similar case studies.
    - This part should be approximately 4-5 pages in length.
  - **CHAPTER 4: RESULT**
    - Use percentages if possible
    - This part should be approximately 1-3 pages in length.
  - **CHAPTER 5: CONCLUSION**
    - In this chapter, students should conclude the whole case study.
    - This part should be approximately 2-3 pages in length.

8. References
9. Appendix

- Daily Log
- Organizational Chart (if necessary)
- Letters/Certificates etc.

<u>FORMAT FOR A CASE STUDY REPORT AS BELOW</u>

1. The report must be written in ***English, Times New Roman, size 12, 1.5 spacing*** and ***Justify***.
2. Page number should be ***Times New Roman, size 12, bottom of page*** dan ***center***.
3. List of references must use the ***American Psychological Association (APA)*** style**.** Refer to *https://www.mtroyal.ca/library/files/citation/apa.pdf*.
4. Table and Figure must be written as below:

Table 1: List of Final Year Students

Name	Matric Number	Program
Xxxxx	Xxxxx	Xxxxx
Xxxxx	Xxxxx	Xxxxx

Figure 1: Covid-19

Figure 1 shows the Covid-19 virus.

"InsyaAllah, with support, our togetherness and patience,
I pray that we will overcome this crisis"
The Prime Minister's Special Message on COVID-19
18 Mac 2020

For further enquiries, kindly contact:

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