

**GUIDE
TO THE WRITING OF
FINAL YEAR CASE STUDY**

BACHELOR OF BUSINESS ADMINISTRATION

**FACULTY OF
ECONOMICS AND MANAGEMENT
UNIVERSITI PUTRA MALAYSIA**

PREFACE

This document is prepared as a guideline for the writing of the Final Year Case Study Report for the final year academic project paper courses of the Bachelor of Business Administration program (MGM 4198A/B). It is hoped that students and supervisors would give attention to and write according to this guideline. Please take note that the assessment of this course is not based merely upon the writing of the case study. Other aspects relating to the student's commitment are also assessed by the supervisor.

Responsibilities of Supervisor include:

- a. Giving guidance on the project paper to be undertaken, standard expected, planning of the research, literature and sources, and problem of plagiarism
- b. Maintaining contact through regular meetings with the student
- c. Being accessible to the student at other appropriate times when the student needs advice
- d. Requesting written draft as appropriate, and returning such draft with constructive criticism within reasonable time
- e. Ensuring that the student is made aware of the inadequacy of progress or standard of work that is below expected standard.

Responsibilities of Supervisee include:

- a. Discussing with the supervisor a schedule of meeting to be agreed upon by both parties
- b. Taking initiative in raising problems or difficulties
- c. Maintaining progress of work in accordance with the stages jointly agreed with the supervisor (Gantt Chart)
- d. Preparing Case Study report according to academic standard
- e. Submitting Case Study report according to the date prescribed by the Department.

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CHAPTER 1

GENERAL REQUIREMENTS OF A CASE STUDY REPORT WRITING

1.1 Introduction

This guideline is meant to assist students in preparing their final year Case Study. Students are required to prepare two case studies whereby one case is about a business organization which is at least of a medium size during the last two final semester and another case study on another business organization or the same business organization but with different issue during the final semester. Please refer to the supervisor to get further explanation on the requirements.

1.2 Language

Case Study report should be written in any of the following language standards: Bahasa Melayu; British English; or American English. The style of writing should be formal and easily understood by readers.

1.3 Technical Specification

Case Study report should be done on a word processor like Microsoft Word or OpenOffice Writer, with printing done on a letter quality or a laser printer. Please read carefully the instruction below before writing begins to avoid wasted time and effort.

1.3.1 Typeface and Font Size

The entire text of the Case Study report, including headings and page numbers, must be produced using same font and typeface. The font size should be 12 point and not scripted or italicized except for scientific names and terms written in a different language. Headings for each part should be written in **bold**. Footnotes and text in tables should not be less than 8 points.

Fonts appropriate for the Case Study report are any one or two of the followings:

Arial
Book Antiqua
Bookman
Helvetica
Helvetica Narrow
Palatino
Times
Times New Roman

1.3.2 Margins

The left margin should be at least 40mm and the right, top and bottom margins at least 25mm. Margin specifications are meant to facilitate binding and trimming. All information (text headings, footnotes and figures), including page numbers, must be within the text area.

1.3.3 Spacing

The Case Study report should be typed double-spaced, with four spaces between paragraphs and sections. However, the following items should be single-spaced:

- i. explanatory footnotes (if absolutely necessary);
- ii. quotations longer than three lines set in a block;
- iii. references or bibliography (except between entries);
- iv. multi-line captions (table, figures);
- v. appendices, such as questionnaires, letters.

1.3.4 Pagination

All pages should be numbered centrally or at the bottom right margin. Page numbers should appear by themselves without any symbols. The entire Case Study report including tables and figures should be typed on only one side of each sheet. All copies of Case Study report must be clean and could be clearly read.

Every page, except the Title Page, must be numbered consecutively throughout the Case Study report, including pages for tables, figures and appendices.

Preliminary pages preceding Chapter 1 must be numbered in Roman numerals consecutively (i, ii, iii and so on). The Title Page should not be numbered though it is counted as page i. Page 1 begins at the first page of the Introduction (or Chapter 1) but not numbered. Subsequent pages should be numbered beginning with page 2.

Each appendix should be identified separately using an uppercase letter beginning with A. The pages of the appendices should also be numbered. If the last page before the first appendix was 61, the list of appendices would be 62 and the first page at the first appendix would be 63.

1.3.5 Paper

The type of paper that should be used is white simili paper (80g) or paper of equivalent quality. Paper should be of A4 size (210 mm x 297 mm).

1.3.6 Binding

Binding should be done after the Case Study report is completed and signed by the Supervisor. Please ensure that all pages are in correct order.

The Case Study report should be bound with **MAROON** hard cover. The binding should be of a fixed kind in which pages are permanently secured.

The following particulars should be provided on the cover of the Case Study report using 18 point capital letter gold block font:

- title of Case Study;
- name of student;
- name of faculty and university; and
- academic session.

Example: refer to Appendix 1

The following particulars on the spine of the Case Study report bound with hard cover should be provided using 20 point capital letter gold block font:

name of student;
name of programme; and
academic session.

Example: refer to Appendix 2

1.3.7 Submission of Case Study

Submit two copies of the Case Study report and a copy of CD to the Department at least a week before the semester's final examination week starts.

Students must complete two copies of Final Year Academic Project/ Case Study Form (UPM/FEP/T/B-PS/03-T2) and a copy of Final Year Case Study Assessment Form (UPM/FEP/T/B-PS/03-T4).

1.3.8 Page Layout

The text should be in portrait layout. Landscape layout may be used for Figures and Tables.

CHAPTER 2 FORMAT FOR CASE STUDY REPORT

2.1 Main Part Of Case Study

Each case study contains two main parts:

- Part I : Case Fact (25-30 pages)*
- Part II : Case Analysis (30-35 pages)*

*Excluding appendices, bibliography pages and preliminary part.

2.1.1 Part I: Case Fact

Contains information (facts) regarding the studied organization and its environment.

What ever information needed for analysis at Part II must be included in this Part. Report what you see and hear (eg. gossip, symptoms, company's problems, and measures taken by the company to settle the problems).

Use suitable topic, for example: the Company Background, Industry, Personality history (provide history of the main character(s) in your case), Result Summary (measures/actions taken by the organization to settle the problems), Important Incidence.

Part I must be ended with an urgent need to settle the problem(s) or issue(s).

It must include all material information for analysis at Part II.

The fact of the case must be presented in an organized manner. Students also must act like a 'reporter' who present only fact and not a review.

2.1.2 Part II: Case Analysis

Contains:

- Case synopsis – Summarize the case into a single page.
- Identifying symptom(s) and problem(s) – Explain in 2-3 pages. Do not insert new information here. List the problem(s), classify it/them and method to settle it/them. Settle all or according to choice.
- Discussion of source of problem(s) – When discussing the source of problem(s), use the theory learnt to explain it/them.
- Alternative solution of problem(s) – The proposed alternative must also use the theory learnt as justification.
- Alternative assessment/evaluation – Methods to alternative assessing/evaluating include the efficiency of every alternative solution, side effect(s), lead time, cost factor, ability of organization to implement each alternative.
- Recommendation and action plan – Based on the assessment/evaluation on every alternative. Can include short-term planning, long-term planning and action plan. Include within the action plan a list of obligations and others.

Notes: Analysis must use the information in Part I.

Students must support their analysis by applying (using) the theories, concepts, principles and other relevant knowledge. Avoid a layman's analysis.

2.2 Scope of Case

Students have two options:

- Strategy case
- Functional case

Notes: Students who choose to prepare functional case must prepare the case within the function(field) of his specialization (majoring) such as financial, marketing, entrepreneurship and others as endorsed by the Department.

2.3 Assessment Criteria

Part I:

1. Relevancy and sufficiency of information
2. Ability to objectively report (report only the fact and numbers)
3. Style of presentation of the fact of case

Part II:

1. Ability to accurately identify and distinguish the symptoms and problems
2. Relevancy of solutions for the identified problems
3. Ability to give justification to the propositions
4. Ability to support the analysis using relevant academic input

Overall:

1. Arrangement of content (the idea must be explained in an organized manner for easy comprehension)
2. Presentation – the report must follow the specified format and contain the table of content, headings and sub-headings, pages, bibliography and others. All of these must be done correctly
3. Language – avoid glaring spelling and grammatical errors

2.4 Miscellaneous

- Every Case Study report must append with a letter (form) signed by an officer of the studied organization who confirm the student's visit to the organization is to gather information.
- Students are prohibited from copying any earlier reports be it his own earlier work or of other person.

CHAPTER 3 ARRANGEMENT OF PARTS WITHIN REPORT

3.1 Arrangement of Parts

The Case Study report should be in the form of scientific paper. It should include parts in the following arrangement:

I- Preliminary Part

- a. Title Page
- b. Abstract (in dual language, namely Bahasa Melayu and English)
- c. Acknowledgement
- d. Declaration of Originality of Project
- e. Table of Contents
- f. List of Tables
- g. List of Figures

II. Main Part

- a. Case Fact
- b. Case Analysis

III. Supplementary Part

- a. List of References
- b. List of Appendices

3.1.1 PRELIMINARY PART

a. Title Page

Contains the following particulars:

- i. Project title
- ii. Name of student
- iii. Name of programme
- iv. Academic session

Example: refer to Appendix 3.

b. Abstract

An abstract is a brief statement on the objectives and contents of project paper. It must be written according to the project paper structure, with emphasis given on problem statement, methodology / research method, result/ research finding and conclusion. An abstract must not exceed 300 words.

c. Acknowledgement

Naming and giving acknowledgement to specific individual(s)/institution(s) whom have provided assistance and support in the research process. The acknowledgement must be moderate and suitable to acknowledge the kind of assistance given.

d. Declaration of Originality of Project

The project paper should be based upon the research conducted by the student him/herself. All quotations and references should acknowledge the sources accordingly. Plagiarism is a serious offence and can be penalized by the university.

Example: refer to Appendix 4.

e. Table of Contents

List the main parts of the project paper, begin with list of particulars within the preliminary pages of the project paper except the title page and follow by particulars within the main part of the project paper, then the supplementary part. Page referencing should be given for each particular.

Example: refer to Appendix 5.

f. List of Tables And Figures

Titles for tables and figures should be written in full as in the project paper's text. The reference number for both tables and figures must be written in Arabic numerals. Page referencing should also be included.

Example: refer to Appendices 6 and 7.

3.1.2 MAIN PART

Please refer to Chapter 2.

3.1.3 SUPPLEMENTARY PART

a. List of References

References are a term commonly taken to mean a list of works cited. Student is responsible for choosing a style of citation that is appropriate to the field and using that style correctly and consistently. Please consult your supervisor for guidelines.

All references used within the text should be listed in this part. The references must be listed in alphabetical order.

Examples of writing the list of references are as follows:

Abdul Rahim Abdul Samad and Mohd Shahwahid Othman. 2009. West Malaysian Sawntimber Supply Analysis: A Multivariate Cointegration Approach. Proceedings of the Regional Conference On The Humanities 2009, Universiti Teknologi Petronas, Perak. pp. 1-11.

Azmawani Abd Rahman, Noor Azman Ali and Han Chun Kwong. 2008. *Management Research Issues*. UPM, Press.

Bauer, P. 1991, *The Development Frontier*, Cambridge, Mass., Harvard University Press.

Paxton, Julia and Carlos A. Cuevas, *A Worldwide Inventory of Microfinance Institutions*, Report prepared for Sustainable Banking with the Poor Program, Washington, DC: The World Bank, 1997.

_____, "Introducing Savings in Microcredit Institutions: When and How", Focus Note No. 8, The World Bank, July 1997.

Nelson, R. and S.G. Winter. 1982. *An Evolutionary Theory of Economic Change*. Cambridge: Harvard University Press.

If referencing style follows the American Psychological Association (APA) format, students may refer to the 6th edition of the Publication Manual of

the American Psychological Association, which is often used in the social sciences and education. This manual is available on the APA website at <http://www.apastyle.org/>.

Examples of the APA style are as follows:

References from books:

Shipley, W. C. (1986). *Shipley Institute of Living Scale*. Los Angeles, CA: Western Psychological Services.

Wilson, B. A., Alderman, N., Burgess, P. W., Emslie, H. C., & Evans, J. J. (1996). *The Behavioural Assessment of the Dysexecutive Syndrome*. Flenpton, England: Thames Valley Test Company.

American Psychological Association. (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.

References from edited books:

Raz, N. (2000). Aging of the brain and its impact on cognitive performance: Integration of structural and functional findings. In F. I. M. Craik & T. A. Salthouse (Eds.), *Handbook of aging and cognition* (2nd ed., pp. 1–90). Mahwah, NJ: Erlbaum.

References from journals:

Nik Mustapha, R. A. (1993). Valuing outdoor recreational Resources in Tasik Perdana using dichotomous choice contingent valuation method. *The Malaysian Journal of Agricultural Economics*, 10, 39-50.

Pratto, F. & John, O. P. (1991). Automatic vigilance: The attention-grabbing power of negative social information. *Journal of Personality and Social Psychology*, 61, 380–391. doi:10.1037/0022-3514.61.3.380

American Educational Research Association. (2006). Standards for reporting on empirical social science research in AERA publications. *Educational Researcher*, 35(6), 33–40.

References from conference proceeding:

Schnase, J. L. & Cunnius, E. L. (Eds.). (1995). Proceedings from CSCL '95: *The First International Conference on Computer Support for Collaborative Learning*. Mahwah, NJ: Erlbaum.

References from government document:

Ministry of Human Resources. (2008). *Labour and human resources statistics*. Putrajaya, WP: Malaysia.

References from manuscript:

Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G. & the PRISMA Group. (2008). *Preferred reporting items for systematic reviews and meta-analysis: The PRISMA statement*. Manuscript submitted for publication.

References from doctoral dissertation (published & unpublished):

Darling, C. W. (1976). Giver of due regard: the poetry of Richard Wilbur. *Dissertation Abstracts International*, 44, 4465. (AAD44-8794).

Zahira, M.I. (2008), *Unconscionability in the law and practice of franchising*. Unpublished doctoral dissertation, Universiti Putra Malaysia, Serdang, Selangor.

References from seminar papers:

Leclerc, C. M. & Hess, T. M. (2005, August). Age differences in processing of affectively primed information. Poster session presented at the 113th Annual Convention of the American Psychological Association, Washington, DC.

References from Internet:

Merriam-Webster's online dictionary. (n.d.). Retrieved April 20, 2007, from <http://www.m-w.com/dictionary/>

The writings referred to within the text must state the name of the authors (excluding the initials) and the year of publication. If there are more than two authors to a particular work, use *et. al.* as an option after the first name, e.g. (Abdullah *et. al.*,2009). However, the name of all authors must be stated in the List of References.

When there are more than one reference to a particular matter, the arrangement of the authors must follows alphabetically, e.g. (Abdullah *et. al.*, 2009; Barton, 2005; and Cheng, 2006). When there are more than one reference from the same author and the same year of publication, the alphabet a,b and subsequently must be added at the end of the reference, with the earlier works in front, e.g. (Abdullah *et. al.*, 2009a); (Abdullah *et. al.*, 2009b); atau (Abdullah *et. al.*, 2009a,b).

b. List of Appendices

This part contains data, information or additional reference to the text.

**APPENDIX 1
COVER**

**TITLE OF PROJECT
(CAPITAL LETTER)**

**NAME OF STUDENT
(CAPITAL LETTER)**

**FAKULTI EKONOMI DAN PENGURUSAN
UNIVERSITI PUTRA MALAYSIA**

2010/2011

**APPENDIX 2
SPINE**

STUDENT'S NAME (CAPITAL LETTER)	BACHELOR OF BUSINESS ADMINISTRATION (CAPITAL LETTER)	2010/2011
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**APPENDIX 3
TITLE PAGE**

**JOB SATISFACTION AND ORGANIZATIONAL
COMMITMENT:
CASE STUDY AT XYZ COMPANY**

AISHAH BINTI ABDUL

Laporan kajian kes yang diserahkan kepada Fakulti Ekonomi dan
Pengurusan, Universiti Putra Malaysia sebagai memenuhi
sebahagian syarat untuk mendapatkan Bachelo Pentadbiran
Perniagaan.

Fakulti Ekonomi dan Pengurusan
Universiti Putra Malaysia

2010/2011

APPENDIX 4

DECLARATION OF ORIGINALITY FORM

This case study report entitled is prepared by and submitted to the Faculty of Economics and Management, Universiti Putra Malaysia to fulfil the partial conditions for the attainment of the Bachelor of Business Administration.

Name of Student:

Signature of Student

AISHAH BINTI ABDUL

.....

Verified by:

..... (Signature of supervisor)

..... (Name of supervisor)

..... (Department)

Date:

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(UPM/FEP/T/B-PS/03-T4)

