$L^3$ Language Literacies Learning

Case study report & referencing

Learning & Teaching Unit
Overview to session

• What is a case study report?
• Structure of report
• Grammar/language use
• Referencing & academic integrity
• Additional resources
What is a case study report?

• an account of an activity, event or problem
• contains a real or hypothetical situation you would encounter in the workplace
• apply knowledge to a situation
• use thinking, reasoning and decision-making skills
Difference between case study and other assignments?

• used to inform, analyse or persuade
• scanned quickly by the reader
• abstract or executive summary
• numbered headings and sub-headings
• short, concise paragraphs and dot-points
• use of graphs, tables and images
• recommendations and/or appendices
Structure of report – see assignment template

• Preliminary sections
  • Title & authors’ details
  • Table of contents
  • Executive Summary

• Main sections
  • Introduction
  • Body sections & sub-sections
  • Conclusions
  • Recommendations

• Supplementary sections
  • References
  • Appendices
Activity

• Divide into 3 groups (split into smaller groups if easier)
• Go to the L3 resource site: www.unisa.edu.au/L3 & click on ‘L3 Division ITEE’
• Also look at your assignment instructions on your course Learnonline site
• Each group will find and read resources for reports, case studies and referencing
• Focus on the purpose and format of different sections of the report:
  • Group 1 – executive summary
  • Group 2 – introduction & recommendations
  • Group 3 – references and appendices
  10 minutes
• Report your findings back to the class
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What is an executive summary?

- Provides an overview of the entire report.
- Helps the reader to develop a quick understanding of the report.

Executive summary is highly structured & typically includes:

- Background or contextual information
- Statement of the problem
- Purpose of the report
- Methodology
- Findings
- Conclusion
- Recommendations
Heritage Bank, headquartered in Toowoomba, Queensland, is one of Australia’s largest customer owned banks. Central to its success has been its customer service. However, in recent years this advantage has been tested by its inability to keep up with technology. This case study focuses on one of the major challenges faced by the bank; its document handling for loan applications. A systematic review of Heritage’s internal processes revealed that loan applications were being faxed to a central office for approval, resulting in lost efficiencies and increased costs. In addition, the technology used to process applications was varied and outdate and incompatibilities existed between branches. Further, technologies were from multiple vendors, each with different contracts and service provisions. It is recommended that Heritage Bank install a XXX multifunction device in each of its head offices, with a YYY management service for all machines. It is recommended that installation initially occurs in test branches, to solve any problems that arise. Finally, it is essential that the roll out of this new technology across the branches be accompanied by on-going training and support.

## Sample abstract

| Background, setting the scene | Heritage Bank, headquartered in Toowoomba, Queensland, is one of Australia’s largest customer owned banks. Central to its success has been its customer service. However, in recent years this advantage has been tested by its inability to keep up with technology. |
| Purpose, focus | This case study focuses on one of the major challenges faced by the bank; its document handling for loan applications. |
| Findings | A systematic review of Heritage’s internal processes revealed that loan applications were being faxed to a central office for approval, resulting in lost efficiencies and increased costs. In addition, the technology used to process applications was varied and outdate and incompatibilities existed between branches. Further, technologies were from multiple vendors, each with different contracts and service provisions. |
| Recommendations | It is recommended that Heritage Bank install a XXX multifunction device in each of its head offices, with a YYY management service for all machines. It is recommended that installation initially occurs in test branches, to solve any problems that arise. Finally, it is essential that the roll out of this new technology across the branches be accompanied by on-going training and support. |
Difference between executive summary & introduction?

• The introduction is more extensive & typically includes:
  • Background/contextual information
  • Statement of the problem
  • The purpose of the report
  • A brief review of previous work/research and relationship to project
  • A brief overview to methods of approach
  • Scope and limitations
  • Outline of the rest of report

• The introduction does not include:
  • findings or recommendations
Body sections

• Headings and subheadings divide the report into well defined sections (see assignment template)

• Based on the purpose of your proposal or report

• Creates an outline/framework which allows the reader to progress logically through the material
Language use – objective writing

“We reviewed their internal document management processes and we found ...”

“A review of the internal document management processes revealed ...”

Active voice → Passive voice
FedEx adopted *Velcro Wristband RFID transponders* for couriers to restructure FedEx’s delivery process, as the one shown in Figure 1, below.

*Figure 1*  
*Velcro wristband RFID transponders*  
(FedEx 2005, p. 25)
## Table 3  Base SI units

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unit</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>length</td>
<td>metre</td>
<td>m</td>
</tr>
<tr>
<td>mass</td>
<td>kilogram</td>
<td>kg</td>
</tr>
<tr>
<td>time</td>
<td>second</td>
<td>s</td>
</tr>
<tr>
<td>electric current</td>
<td>ampere</td>
<td>A</td>
</tr>
<tr>
<td>thermodynamic temperature</td>
<td>kelvin</td>
<td>K</td>
</tr>
</tbody>
</table>

(Rogers 2002, p. 178)
Conclusions & recommendations

Conclusions:
• Clear & concise summary
• Refer back to aim/purpose of the paper or project
• State the significance/relevance/implications of your findings

Recommendations:
• Emerge from conclusions
  – E.g. identifying potential opportunities for businesses to improve
  – E.g. identify potential risks and a small direction or suggestion to avoid the risks
• Brief, persuasive statements
• Justified
Referencing

• With a partner, write down a question you have about referencing.
• At the end of this session we’ll address any unanswered questions.
Referencing

Why reference?

• Shows the extent of your research
• Shows exactly where the information comes from
• Strengthens your argument or provides evidence to support your position
• Maintains *academic integrity*
When to reference

You include a reference when:

• **Paraphrasing** the words and ideas of others
• **Summarising** the words and ideas of others
• **Quoting** the words of others
• **Copying** the data, graphs and tables of others
• **Mentioning the ideas or work of others** (unless it is considered general knowledge)
Harvard Referencing

There are two components to Harvard referencing:

**In-text** references which provide:
- Author’s surname
- Year of publication
- Page number (when quoting, using data, graphs, tables and images from a specific page or pages)

**Reference list** entries that provide full bibliographic details of texts


Ways to integrate

**Information prominent** - the focus is on the information rather than the author.

If the smart card is not powerful enough, a possibility exists in making use of security processors, which comprise a processor, some memory and appropriate tamper detection circuitry (Anderson & Kuhn 1996).

**Author prominent** – the contributor of the idea is placed at the front of the sentence.

Anderson and Kuhn (1996) suggest that if the smart card is not powerful enough, a possibility exists in making use of security processors, which comprise a processor, some memory and appropriate tamper detection circuitry.
In the body of your report:

The UPS InfoNotice is a powerful tool that enables you to track your shipment, change delivery options, or pick up your shipment (see Appendix B for full details).

(Source: UPS 2013)
Choosing scholarly sources

Click on the image below to watch the video. As you are watching develop a criteria for choosing scholarly resources.
Choosing credible sources

**authority**  Who conducted the research? Is the author an authority in their field of study? Check the resource or website for information about the author, the author's qualifications and experience.

**reliability**  Does the information come from a reliable source such as an educational or research institution or publication? Websites, blogs and wikis may be informative but not necessarily reliable. Has it been peer reviewed or passed by an editorial panel? This information is usually on the resource or the publisher's website.

**accuracy**  Is the content accurate? Is it supported by references, evidence or by other sources you have found?

**objectivity**  Is there evidence of bias? If only one side of an argument or issue is presented or criticisms are ignored, then the source lacks objectivity.

**currency**  How recent is the publication? This is important if the topic is one that requires current information.

**relevance**  Is the information closely related to the topic? There is a difference between general information about the topic and information that can be used to develop an argument, provide evidence, or counter other arguments.
Make sure ....

✔ you have followed the guidelines in your course outline re: word length, format, layout, presentation, referencing
✔ your writing style is appropriate
✔ you have connected your points logically, using linking words
✔ each paragraph contains one main idea
✔ your claims are supported by evidence
✔ your examples are relevant
✔ your recommendations are logically linked to your conclusions
✔ you have referenced appropriately
✔ your grammar, spelling & punctuation are correct
✔ tables, figures & diagrams are correctly & consistently labelled and referred to in body of your paper
Any questions?

L3: Language, Literacies & Learning
www.unisa.edu.au/L3
www.unisa.edu.au/L3ITEE
www.unisa.edu.au/Referencing

- Report & case study writing resources
- Referencing resources
- Turnitin
- Workshops
- Drop-in schedule
- Other writing resources