TECHNICAL
EDUCATION
ACADEMY

School of Business and Management

COURSE PROGRAMME

000473

CBSK009 - Case Study Methodology

The case study methodology has become an essential tool for researchers, professionals, and educators across various disciplines, offering in-depth insights into complex phenomena within real-world contexts.



Learn from the Best in the Business!

Course overview

Intermediate level

Why take this course

The case study methodology has become an essential tool for researchers, professionals, and educators across various disciplines, offering in-depth insights into complex phenomena within real-world contexts. This comprehensive training programme, "Case Study Methodology," aims to equip participants with the knowledge, skills, and best practices necessary to design, conduct, analyze, and present case studies effectively.

The programme spans six weeks and covers a wide range of topics, ensuring participants develop a thorough understanding of the case study research process. It begins with an introduction to case studies, discussing their definition, purpose, types, advantages, and limitations. This foundational knowledge enables participants to appreciate the versatility of case studies and their applications across different fields.

Following the introduction, the training delves into case study research design. Participants learn how to formulate research questions and objectives and select suitable case study designs, such as single or multiple case studies and exploratory, descriptive, or explanatory approaches. They also explore various data collection techniques, considering primary and secondary data sources and qualitative and quantitative data. Triangulation of data sources is emphasized, ensuring the rigor and validity of the research.

To strengthen participants' research skills, the programme guides them through the processes of conducting a literature review, identifying research gaps, and establishing a theoretical framework. Additionally, they learn to develop a case study protocol, addressing ethical considerations, stakeholder relationships, and planning data collection procedures.

Throughout the training, participants gain practical experience in qualitative and quantitative data analysis techniques, such as coding, categorization, thematic analysis, narrative analysis, and content analysis. They also explore strategies for synthesizing findings, drawing conclusions, and ensuring the reliability and validity of the research.

One of the most crucial aspects of case study research is effectively communicating the findings. The programme equips participants with the skills to write a clear and engaging case study report, balancing description and interpretation while presenting qualitative and quantitative data effectively. Additionally, they learn to use visual and multimedia tools, such as graphs, charts, tables, mapping tools, photography, and video, to enhance the presentation and communication of their findings.

The training culminates in a series of sessions on peer review, feedback, and presentation, during which participants share their case study drafts, receive and provide constructive feedback, and prepare for final presentations. They develop presentation outlines, learn effective storytelling techniques, and practice engaging the audience and addressing questions and critiques.

Course overview — continued

Upon completing the programme, participants will have gained a comprehensive understanding of case study methodology and its practical applications. They will be equipped to integrate these skills into their research, professional practice, or teaching, contributing to a deeper understanding of complex phenomena in various fields.

Who it is for and how it helps

The Case Study Methodology training programme is designed for a wide range of participants, including but not limited to:

• Business Professionals: Individuals working in the corporate sector, such as managers, consultants, and analysts, can use case study methodology to gain insights into organizational challenges and develop effective solutions.

• Non-profit and Government Professionals: Those working in non-profit organizations, government agencies, or international institutions can benefit from this training to conduct case studies for program evaluation, policy analysis, and strategic planning.

• Independent Researchers: Those who are conducting independent research or are interested in case study methodology as a personal or professional development tool.

In summary, this training programme is suitable for individuals from diverse backgrounds and disciplines who want to develop a comprehensive understanding of case study methodology and apply it to their research, professional practice, or teaching.

What you will learn

- Understand the purpose, types, and applications of case study research across various disciplines and recognize its advantages and limitations
- Design a robust case study research project, including formulating research questions, objectives, and selecting appropriate case study designs
- Select and apply suitable data collection techniques, considering primary and secondary data sources, qualitative and quantitative data, and triangulation strategies
- Analyze case study data using a range of qualitative and quantitative analytical techniques, ensuring rigor and validity in the research process
- Synthesize findings, draw conclusions, and establish the reliability and validity of the case study research by addressing rival explanations and assessing generalizability
- Conduct a comprehensive literature review, identify research gaps, and develop a theoretical framework for the case study
- Develop a case study protocol, addressing ethical considerations, stakeholder relationships, and planning data collection procedures
- Write a well-structured, clear, and engaging case study report, effectively presenting qualitative and quantitative data

Course overview — continued

- Present case study findings in a compelling and engaging manner, using effective storytelling techniques and visual tools
- Reflect on the lessons learned throughout the training programme and integrate case study methodology into research, professional practice, or teaching

Curriculum

Modules 01–05

01 Understanding Case Studies

- Definition and purpose of case studies
- Types of case studies
- Advantages and limitations
- Applications across disciplines

02 Case Study Research Design

- Single vs. multiple case studies
- Exploratory, descriptive, and explanatory case studies
- Selection criteria and sampling techniques
- Developing research questions and objectives

03 Data Collection and Analysis Techniques

- Primary and secondary data sources
- Qualitative and quantitative data
- Triangulation of data sources
- Tools for data analysis

04 Preparing for Data Collection

- Reviewing literature and identifying gaps
- Formulating a case study protocol
- Obtaining ethical approvals
- Planning and scheduling interviews and site visits

05 Collecting Data

- Conducting interviews and focus groups
- Observations and site visits
- Archival research and document analysis
- Effective note-taking and data organization

Curriculum

Modules 06–10

06 Analyzing Case Study Data

- Coding and categorization
- Thematic analysis
- Narrative and content analysis
- Analytical techniques for quantitative data

07 Synthesizing Findings and Drawing Conclusions

- Cross-case synthesis
- Pattern matching and explanation building
- Addressing rival explanations
- Validity and reliability in case study research

08 Writing a Case Study Report

- Structure and components of a case study report
- Writing styles and best practices
- Balancing description and interpretation
- Presenting quantitative and qualitative data

09 Visual and Multimedia Tools for Case Studies

- Using graphs, charts, and tables
- Mapping and geospatial tools
- Photography and video in case studies
- Designing infographics and presentations

10 Peer Review and Feedback

- Sharing case study drafts
- Giving and receiving constructive feedback
- Incorporating feedback and revising the report
- Preparing for final presentations

Curriculum

Modules 11

11 Presenting Case Study Findings

- Developing a presentation outline
- Effective storytelling techniques
- Engaging the audience
- Handling questions and critiques

Joining the programme

Contact the Academy and quote course code 000473 to confirm dates, delivery format, prices and enrolment terms.

Training for your team

Tell us your business goals, the roles and number of participants, and your preferred dates and location. This will help us discuss the right training option.

Preparing for the programme

The published programme does not specify any prerequisites. Contact us before enrolling to confirm how to prepare.

Discuss your training needs

mail@tecedu.org
www.tecedu.academy

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