

The Level Three Case Study

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Why a Case Study?

- A piece of original written work to separate those at Levels One & Two, and those at Level Three
- Demonstrates the ability of Level Three graduates to think critically
- Demonstrates that Level Three graduates are committed to professional development
- Essential for the EARP to demonstrate the credibility of the programme so we can go forward with an EU designation for Relocation



Introduction

- Introduction

This is to set out who you are and what you do



Purpose

- Outline the purpose of the case study

This section is where you set out what you are going to write about

Theory

- Section One – Theoretical Frameworks

This is where you look at the theories behind your chosen topic – It is important to refer to at least three other sources to back up your writing

Application

- Section Two - Application of the theory to your business practice

Here, it is important to point out how you will apply what you have learned to you own professional practice



Conclusion

- This is where you draw together the four strands –

Your role, the case study topic, the theory and the application of theory to practice and how your practice has changed

How may your practice inform others?

References

- Harvard Referencing –

When you use an example of someone else's work, it is important to refer to the author or trainer so that their ideas, and your ideas, are separate

Full details can be found at

<http://libweb.anglia.ac.uk/referencing/harvard.htm>



References 2

- Example One – Referring not Quoting

Two of the most useful models for looking at the way people relate to other culturally, are the Coconut Model and the Fuzzy Peach Model (Meyer 2002)

Here you have shown the author of the models, and the year she published the theory. You may then go on to describe the theory. There is no need to show you are quoting by using quotation marks.

In your bibliography;

Meyer 2002 – “Cultural Models of Understanding” – Erin Meyer
- Random House



References 3

- Bibliography

In your bibliography;

Meyer 2002 – “Cultural Models of Understanding” –
Erin Meyer - Random House

- Name and year
- Title of book or dissertation
- Author’s full name
- Publisher or website



References 4

- For Example - Quoting

When quoting;

“Culture is everything that people have, think and do as members of their society” GP Ferraro 1994

Here you have shown the author of the quote

In your bibliography;

GP Ferraro 1994 – The Cultural Dimensions of International Business – Sage Publications



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