

Key Facets for Improvement of Case Study Based on Students' Insights

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Abstract

The case study is crucial teaching method for business studies due to the problem-based learning approach and encouraging innovative solutions for students. Based on inductive learning approach case study methods inspire the learners discover rules by observing examples. Studies by real-life examples help students gain access to a range of challenges in business and thus gain a full-fledged experience. However, there are still various approaches to case study writing and teaching that lead to a discussion regarding the facets for an effective case study. Traditionally, students often play only the role of learners. Nevertheless, we believe that involving students in the improvement and development of teaching methods and teaching content would significantly enhance the quality of learning and satisfaction of teachers and students involved in the teaching and learning process. The purpose of our study is to disclose the key facets for improvement of case study based on students' insights. In doing this, the qualitative research was conducted using semi-structured interviews with students from Lithuania who participated in a case study competition held on April 5-8, 2022, organized by the ECASA network. Summarizing students' reflections on the four case studies analysed in the competition, crucial facets for the case studies were refined. These facets are related to the structure of the study cases, the amount and form of information provided, the writing style, the need of students' basic knowledge in solving case study, etc. The results of the study allowed to provide guidelines for the preparation of successful case study.

Keywords: Case study, students.