

## EDUCATIONAL STANDARD – CASE STUDY

### *I. GENERAL*

A case study is a detailed and in-depth analysis of a specific individual, group, event, or situation. It is a research method that involves an intensive, comprehensive examination of a subject within its real-life context. Case studies are commonly used in various fields such as psychology, business, medicine, education, and social sciences.

The purpose of a case study is to gain a deeper understanding of the subject and its complexities. Researchers often collect a variety of data sources, including interviews, observations, documents, and other relevant materials. By thoroughly examining the details of a particular case, researchers aim to uncover patterns, insights, and factors that may contribute to a better understanding of the subject or provide valuable information for practical applications.

Case studies can take different forms, including descriptive case studies that focus on providing a detailed account of the subject, explanatory case studies that aim to explain why certain events occurred, and exploratory case studies that investigate a topic with the goal of generating new ideas or hypotheses. Overall, case studies contribute to the development of knowledge and the identification of best practices in various fields.

A case study is a description of a specific practical situation given to the student for independent work and analysis. Based on the developed databases with products, processes, raw materials and additives, innovation, marketing and management, the students participating in the E-Food project should be able to propose innovative and/or sustainable technologies for the production of new types of food and food products, concept for their market positioning and others.

For the Case study development, the students will use the developed study courses, and through them they will select the best technological, microbiological and technical solutions for the creation and promotion of a new food product.

#### **The main functions of this standard are:**

- Acquaintance of users with developed databases and training courses;
- Analyzing and understanding the possibilities of applying various technological solutions and innovations for the creation of new foods and food products;
- Practical application of the acquired knowledge, skills and acquired professional competences;
- Conceptualizing and implementing integrative links between study subjects in one or more

professional fields or between study disciplines or modules in the learning process at partner universities;

A well-structured case study typically includes several key elements to provide a comprehensive understanding of the subject. While the specific details may vary depending on the field and purpose of the case study, here are common components often found in a case study:

**1. Introduction:**

- a. *Briefly introduce the subject of the case study.*
- b. *Clearly state the purpose and objectives of the study.*
- c. *Provide context for the reader to understand the relevance of the case.*

**2. Background Information:**

- a. *Include relevant background information about the subject.*
- b. *Provide historical context if applicable.*
- c. *Identify key stakeholders and their roles.*

**3. Problem Statement or Research Question:**

- a. *Clearly articulate the problem or issue being addressed.*
- b. *Formulate a research question that the case study aims to answer.*

**4. Methods:**

- a. *Describe the research design and methodology used in the case study.*
- b. *Specify data collection methods (interviews, observations, surveys, etc.).*
- c. *Discuss any ethical considerations and how they were addressed.*

**5. Presentation of Findings:**

- a. *Present the data and information collected during the study.*
- b. *Use visuals (charts, graphs, tables) if appropriate.*
- c. *Organize findings logically, addressing the research question or problem statement.*

**6. Analysis:**

- a. *Analyze and interpret the findings in the context of the research question.*
- b. *Identify patterns, trends, and relationships within the data.*
- c. *Discuss any unexpected or noteworthy results.*

**7. Discussion:**

- a. *Explore the implications of the findings.*
- b. *Relate the results to existing theories or literature.*

c. Discuss the broader significance of the case study.

**8. Conclusion:**

- a. Summarize the main points and key findings.
- b. Discuss any limitations of the study.
- c. Suggest areas for future research or recommendations.

**9. References:**

- a. Provide a list of all sources cited in the case study.

**10. Appendix (if needed):** Include additional supporting materials such as interview transcripts, survey questions, or other relevant documents.

It's important to tailor the structure and content of the case study to the specific requirements of your audience and the purpose of the study. Additionally, maintaining a clear and concise writing style is crucial to effectively communicate the details of the

**The following criteria shall be applied in the development of this standard:**

- A clearly formulated target group;
- Clearly and precisely formulated goal;
- Information provision, guaranteeing the fulfillment of the goals and tasks of the project, and at a later stage the possibility of using the database in the education of students;
- Sufficiency of the information and application of appropriate forms for its presentation;
- Appropriate visual presentation and illustration and completeness of content;

Evaluating a case study involves assessing the quality, validity, and relevance of the information presented. Here are some key criteria and steps to consider when evaluating a case study:

**1. Clarity and Coherence:**

- a) Assess the clarity of the case study in terms of structure, writing style, and organization.
- b) Ensure that the information is presented in a logical and coherent manner.

**2. Objectivity:**

- a) Evaluate the objectivity of the study. Are biases minimized, and is there an attempt to present a balanced view of the situation?

**3. Relevance to Research Question or Problem:**

- a) Determine whether the case study effectively addresses the research question or problem statement it set out to investigate.

**4. Data Quality:**

a) Examine the quality of the data collected. Are the methods of data collection well-documented, and is there transparency about the data sources?

**5. Validity and Reliability:**

a) Consider the validity and reliability of the findings. Are the conclusions based on solid evidence and sound reasoning? Can the study's results be replicated?

**6. Contextual Understanding:**

a) Assess the depth of the contextual understanding provided. Does the case study consider relevant historical, cultural, or environmental factors?

**7. Analysis and Interpretation:**

a) Evaluate the depth and rigor of the analysis. Does the study go beyond description to provide meaningful insights and interpretations of the data?

**8. Application of Theory:**

a) If applicable, assess the application of relevant theories or frameworks. Is there a clear connection between the theoretical concepts and the case study findings?

**9. Generalizability:**

a) Consider the extent to which the findings can be generalized to other situations. Understand the limitations and scope of the case study.

**10. Ethical Considerations:**

a) Assess whether ethical considerations were appropriately addressed in the conduct of the case study. This includes issues such as confidentiality, informed consent, and fairness in data representation.

**11. Practical Implications:**

a) Consider the practical implications of the case study findings. How can the results be applied in real-world situations or inform decision-making?

**12. Overall Contribution:**

a) Evaluate the overall contribution of the case study to the existing body of knowledge in the field. Does it offer new insights, challenge existing assumptions, or contribute to the advancement of understanding?

*It's important to approach the evaluation process with a critical mindset, considering both the strengths and weaknesses of the case study. Additionally, understanding the context and purpose of the case study is crucial for a thorough evaluation.*

## II. E-FOOD CASE STUDY STRUCTURE

<b>Executive Summary (150 words)</b>	Provide a brief overview of the case study, including the objective and key findings.
<b>Introduction (300 words)</b>	<ul style="list-style-type: none"> <li>- Explain the background and context of the project.</li> <li>- Identify the problem or opportunity that led to the development of the new food product.</li> <li>- Describe the purpose and scope of the case study.</li> </ul>
<b>Market Analysis: (300 words)</b>	<ul style="list-style-type: none"> <li>- Conduct a thorough analysis of the target market and its characteristics.</li> <li>- Identify the target audience and their preferences, needs, and purchasing behavior.</li> <li>- Analyze the competition and market trends related to similar food products.</li> </ul>
<b>Research and Development: (500 words)</b>	<ul style="list-style-type: none"> <li>- Explain the research and development process undertaken for the new food product.</li> <li>- Describe any consumer surveys, focus groups, or taste tests conducted to gather feedback.</li> <li>- Detail the formulation, recipe development, and production processes involved.</li> </ul>
<b>Product Description: (500 words)</b>	<ul style="list-style-type: none"> <li>- Provide a detailed description of the new food product, including its key features, ingredients, and nutritional information.</li> <li>- Explain the unique selling proposition (USP) and how it differentiates from existing products in the market.</li> </ul>
<b>Marketing and Promotion: (300 words)</b>	<ul style="list-style-type: none"> <li>- Outline the marketing strategy for launching the new food product.</li> <li>- Describe the branding, packaging, and labeling considerations.</li> <li>- Discuss the pricing strategy, distribution channels, and promotional activities planned.</li> </ul>
<b>Financial Analysis: (300 words)</b>	<ul style="list-style-type: none"> <li>- Conduct a cost analysis of developing and manufacturing the new food product.</li> <li>- Estimate the potential sales and revenue based on market research.</li> <li>- Evaluate the profitability and return on investment (ROI) for the project.</li> </ul>
<b>Challenges and Risks: (200 words)</b>	<ul style="list-style-type: none"> <li>- Identify potential challenges, risks, and obstacles that could affect the success of the new food product.</li> <li>- Propose mitigation strategies or contingency plans for addressing these challenges.</li> </ul>
<b>Conclusion: (150 words)</b>	<ul style="list-style-type: none"> <li>- Summarize the key findings and outcomes of the case study.</li> <li>- Provide recommendations for the successful launch and growth of the new food product.</li> </ul>
<b>References and Appendices: (up to 20 references)</b>	<ul style="list-style-type: none"> <li>- Include a list of references used for the case study.</li> <li>- Attach any supporting documents or additional information related to the project.</li> </ul>

*The specific content and sections of your case study may vary depending on the nature of the new food product and the scope of your study.*