

Insight Out Learning How to Devise your Case Study

What is an Entrepreneurial Case Study?

Essentially an entrepreneurial case study is a narrative that tells a story about real business people, companies, circumstances and experiences. The aim of the entrepreneurial case study is to provide an overview of how the business began its challenges and its future plans.

Why use case studies?

Case studies are a useful tool to illustrate knowledge, experience and communicate ideas. This is especially important when case studies are used within specific sectors. By focussing on the Art and Design/ creative entrepreneur, the case study can communicate innovation, challenges and particular information that is relevant for that sector. This type of case study will also act as an excellent tool in demonstrating the pathways into self-employment from Art and Design study.

Practical information gained from a case study could include; specific support organisations, networks, manufacturers, timescales etc.

CASE STUDY STRUCTURE

The Innovation Society case study should be no more than 3 sides of A4 (including images). It should be informative as well as interesting. Remember, that the case study should have three main elements:

- Business inception.
- Business challenges and growth.
- Future plans

What will I gain from this project?

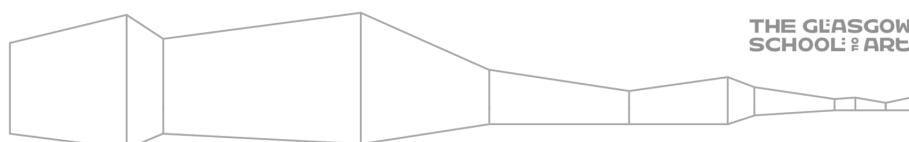
This project will give you the opportunity to research innovation and enterprise in a focused way. You will have the opportunity to explore a business area that personally interests you. 'Learning by doing' will develop the skills; thinking and awareness that you will need to develop your ideas and practice in the future, especially if you are considering a self employment option at the end of your studies.

Practical learning gained from a case study will include; development of a network, meeting new entrepreneurs, gaining experience of real business, sharing of knowledge, development of professional practice skills, gaining an overview of diverse creative businesses and skills.

Insight Out Learning

The Glasgow School of Art
167 Renfrew St.
Glasgow, G3 6RQ
t | 0141 353 4500
f | 0141 353 4401

www.insightoutlearning.org.uk
info@insightoutlearning.org.uk



Furthermore, by undertaking the project you will develop your employability skills, strengthening your educational portfolio and providing you with evidence of your skills out with the context of your studies.

Employability skills developed will include;

- Analytical skills
- Decision making skills
- Communication
- Interpersonal
- Organisational and time management
- Creative skills

The aim of this project is to gain case studies that can be used within a student resource. By participating in this project you will have the opportunity to produce material that will support others in the art and design sector.

What elements will contribute to a successful case study?

The case studies will be judged not only on the quality of information that is contained within them, but consideration will also be given to;

- Presentation
- Visuals/design
- Structure
- Innovation

The case study should be no more than 3 sides of A4 (including images). It should be informative as well as interesting. Remember, that the case study should have three main elements:

- Business inception.
- Business challenges and growth.
- Future plans.

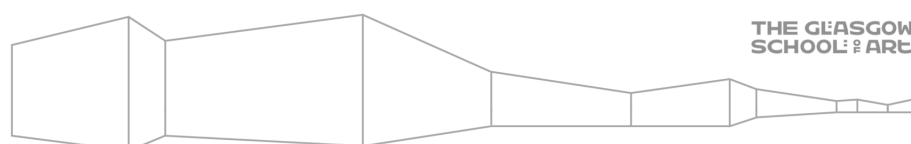
The final format for the case study will be;

- A4 paper copy.
- Disc copy. (Please note; that the disc must be able to be read on both MAC and PC equipment)

Insight Out Learning

The Glasgow School of Art
167 Renfrew St.
Glasgow, G3 6RQ
t | 0141 353 4500
f | 0141 353 4401

www.insightoutlearning.org.uk
info@insightoutlearning.org.uk



Getting Started - Activity for Case Study Development:

SIX STEPS

1. Identify the type of business/entrepreneur that you are interested in.
2. Contact GSA Alumni department to find graduates who have developed business in that area.
3. Make contact with the business and arrange a suitable time of an appointment /interview.
4. Write your case study, include visuals etc.
5. Send case study to featured Business/entrepreneur for approval.
6. Complete final copy of case study.

There are a number of ways to identify your case study. Don't forget to also use your local network of friends, tutors and career service to support you.

The Interview

To help you get started, a number of questions have been devised. These questions are by no means an exhaustive list and you should aim to develop these in order for you to investigate your case study fully.

SUGGESTED QUESTIONS

- What skills does an artist/designer bring to business?
- What challenges have they faced?
- How have they worked to overcome their challenges?
- How much research did the artist/designer undertake before launching the business?
- What initiatives have they independently pursued to support their business?
- What gives their business the edge over competition?
- How large is their business, does it employ many staff?
- How has the business adapted to growth?
- How does the artist/designer market their business to customers?
- Who are the businesses customers?

Insight Out Learning

The Glasgow School of Art
167 Renfrew St.
Glasgow, G3 6RQ
t | 0141 353 4500
f | 0141 353 4401

www.insightoutlearning.org.uk
info@insightoutlearning.org.uk

