



19MCE401 - PROCESS PLANNING AND PRODUCT DEVELOPMENT
STUDY NOTES

UNIT 2 - PROCESS PLANNING ACTIVITIES

TOPIC 8 – CASE STUDIES

Handled by:

Dr. T. Prakash M.E., Ph.D.,

Professor & Head,

Department of Mechatronics Engineering,

SNS College of Technology,

Coimbatore - 35.



Case studies:

A case study is a research method and a detailed, in-depth examination of a specific subject or situation. It involves the comprehensive analysis of a particular instance, event, person, group, organization, or phenomenon within its real-world context. Case studies are commonly used in various fields, including psychology, sociology, business, medicine, education, and more. They serve several important purposes:

1. **In-depth Exploration:** Case studies allow researchers to explore a specific subject or problem in great detail. They provide a comprehensive view of the chosen case, offering insights that may not be obtained through other research methods.
2. **Contextual Understanding:** Case studies help researchers understand the real-world context in which a phenomenon or issue occurs. They provide a holistic view of the situation, taking into account various factors that may influence it.
3. **Theory Testing:** Case studies can be used to test or develop theories. Researchers can apply existing theories to a specific case and see if they hold true or need modification. This process can contribute to the refinement of theories.
4. **Unique and Unusual Situations:** Case studies are particularly valuable when dealing with rare, unique, or unusual situations. They allow researchers to examine cases that may not be easily replicable or studied through other research methods.
5. **Practical Application:** Case studies often result in actionable insights. They can provide practical recommendations and solutions for addressing problems or challenges in specific contexts, making them valuable for practitioners and decision-makers.
6. **Illustrative Teaching Tool:** In education, case studies are used as teaching tools to help students apply theoretical knowledge to real-world situations. They encourage critical thinking and problem-solving skills.
7. **Rich Data:** Case studies typically involve the collection of a wide range of data, including interviews, observations, documents, and more. This rich data can lead to a deeper understanding of the case.
8. **Longitudinal Analysis:** Some case studies are conducted over an extended period, allowing researchers to track changes and developments over time, which can be valuable in understanding processes and trends.



9. Interdisciplinary Insights: Case studies often involve collaboration across disciplines, bringing together diverse perspectives and expertise to analyze complex issues comprehensively.

Despite their advantages, case studies also have limitations. They are often criticized for lacking generalizability, as findings from one case may not apply universally. Additionally, they can be time-consuming and resource-intensive.

In summary, case studies are important research tools that provide a detailed, context-rich understanding of specific subjects or situations. They offer valuable insights, promote theory development and testing, and have practical applications in various fields. Researchers and practitioners use them to gain a deeper understanding of complex phenomena and to make informed decisions.





Reference case studies:

S. No	Name	Link
1	Case Study on Financial Planning	https://www.wowessays.com/free-samples/case-study-on-financial-planning/
2	Good Example of Entrepreneurial Case Study	https://www.wowessays.com/free-samples/good-example-of-entrepreneurial-case-study/
3	Free Plant Location and Design Case Study	https://www.wowessays.com/free-samples/free-plant-location-and-design-case-study-sample/
4	Managerial Accounting Case Study	https://www.wowessays.com/free-samples/managerial-accounting-at-mars-inc-case-study-examples/
5	Free Human and Social Capital Case Study	https://www.wowessays.com/free-samples/free-human-and-social-capital-case-study-sample/