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## **Case Study Information Pack**

### ***What are the benefits of achieving EuRA Fellowship?***

EuRA Fellowship denotes a high level of expertise and commitment to the relocation industry and individuals are recognised as making a significant original contribution to the industry.

All those achieving Fellowship will be awarded at Conference as a formal recognition of their position and status. In addition, they will be offered the opportunity to submit their writing for publication in the EuROpean and potentially offered a session at conference if appropriate.

### ***How do I apply to become a Fellow?***

In order to achieve EuRA Fellowship you are required to submit a written case study of between 2,500-3,500 words. The case study is used to demonstrate your knowledge and understanding of a theory or model that has informed your professional practice. It asks you to explain a theory or model and then tell the story of how you apply these ideas to your professional life.

### ***What would I need to cover in the Case Study?***

The aim of the case study is for you to document and evidence how you apply things you have learned to your professional role. It starts with you explaining who you are and what you do. It then asks you to explain something you have learnt, this might be a theory or an idea. This can come from a book or training that you have attended. You will be able to define where the idea came from by referencing the source. Referencing is just a way to ensure authors are credited for their work and that you use reputable sources.

You will then explain how this idea has influenced your work and what you have learnt through application. Few theories are ever complete so it is useful to highlight potential issues or contradictions that you have found when relating theory to practice.

Finally you arrive at a conclusion of what this means for professional practice in your field.

The best way to start this case study is to give yourself a title that will guide your writing. For example...

How XXXX affects the relocation role?

Enhancing service using XXXXXX.

Can XXXX inform our interactions with YYYY?

### ***What sort of topics are suitable for the Case Study?***

You are required to write a case study (max 4,000 words) on an aspect of your company or professional development that is most relevant to your role. The Case Study gives you the opportunity to cover almost any topic of relevance and interest to your professional role in relocation. Such as...

- Staffing Issues
- Quality Management (for example ISO certification, EuRA Quality Seal)
- Expense Management
- Systems and IT Management
- Working with Network Partners
- Management Structures
- Managing Networks
- Policy Services
- Marketing
- Contracts
- Fees
- Legal Issues
- Psychology of Relocation
- Cultural Understanding and Adjustment
- International Education Systems
- Third Culture Kids
- Immigration Procedures

### ***Is there a structure I need to follow?***

The following structure will be used to grade the Case Study:

#### **Introduction: 10% of mark (250-300 words)**

A brief introduction to your company – the history of setting up, the company structure, your role in the company.

#### **Outline of the purpose of the case study: 10% of mark (250 – 350 words)**

Detail what you will look at, in the two sections, and the conclusion you will draw at the end. Please also outline your experience in the field of the case study.

#### **Section One – Theoretical Frameworks 30% of mark (750 – 1000 words)**

Outline the issues. What are the business and/or legal theories behind your case study?

#### **Section Two – Application of the theory in your business practice 40% of mark (1000 – 1500 words)**

Outline your current business practice and how the theory you have studied will inform or change your practice.

#### **Conclusion 10% of mark (250 – 350 words)**

Please draw together all of the strands of your case study. Reinforce the theories you have made reference to, and how they have been applied to your practice.

The percentage marks and word counts given for each section are GUIDELINES only. However, the structure of the case study should follow the five section model.

***What else do I need to know?***

The Case Study should be submitted in English and will be graded by one of two independent assessors and moderated by an existing EuRA Fellow with extensive industry experience.

You are required to make reference to any research or source materials, including seminar notes, books, research from the web. Please include a web link in your bibliography where necessary, and add the date the information was accessed.

There should be at least five references to other authors in the theoretical section (section one) of your case study, which back up your learning. You may choose any texts to refer to, and may also refer to an online quote providing you cite your source.

Please change any company and individual names when writing a case study if you prefer to remain anonymous. Please anonymise any references to third parties where appropriate.

If you would like to use a mentor for advice on the case study, you are free to do so. Carmelina Lawton Smith, [carmelinalawtonsmith@gmail.com](mailto:carmelinalawtonsmith@gmail.com) and Wendy Wilson, [wendy@wendywilsonconsulting.com](mailto:wendy@wendywilsonconsulting.com) are EuRA appointed fellowship mentors.

Please use the Harvard Referencing system for quoting from texts or when using textual references to outline theory – full details of the Harvard system can be obtained from:

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

**Notes**

Please be aware that the written work must be original or referenced. It is not appropriate at this level to copy elements of text from any source (e.g. books, website, other publications etc) without full credit to the original author. If large elements of the text are found to have been copied this will result in a 'Fail' result.

Case studies over 4,000 words will be returned for editing before marking.

## **Case Study Plan**

This document is designed as a guide to help to plan your case study, make notes in each section on what you might include. If you decide to take up mentoring, this is a useful starting point for discussion with your mentor.

### **Introduction – 250-300 words**

Please introduce your company – the history of the company, the structure of the company, your role in the company

### **Outline the purpose of the case study – 250-350 words**

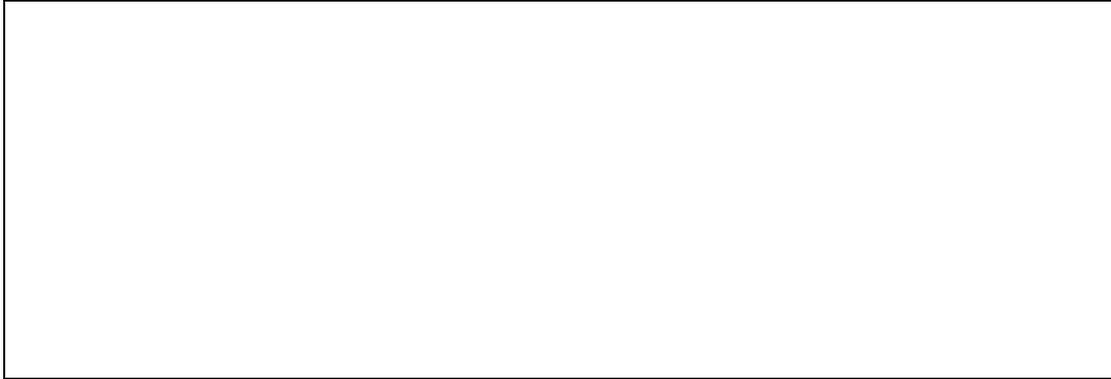
Details what you will write about in the two sections of the case study, and what conclusion you hope to draw at the end.

### **Section One – Theoretical frameworks - 750 – 1000 words**

This section should look at the theories behind your chosen topic. What are the business, academic or legal theories that govern your chosen topic?

**Section Two – Application of theory to your business practice – 1000-1500 words**

This section should look at how your professional practice, within your role or company outlined in the introduction, has been informed by the theories you have outlined in Section One. You should examine how your role has changed as a result of the research you have done



**Conclusion - 250-350 words**

In this final section, you draw together the four sections of the case study;

How your role or business practice has or has not changed

Look at how important the theory of your study is, and whether you wholly agree with it. Conclude by outlining how your practice may inform others



## Case Study Assessment Matrix v7 2,500-3,500 Words

Assessment criteria	Distinction A	Merit B	Pass C	Resubmit <20/40
<p><b>Introduction and Purpose</b> 500 – 750 words 20%</p>	<p>The context is comprehensively and clearly articulated and the introduction clearly sets the scene for the investigation and makes links to the specific business.</p> <p>The purpose of the case study is fully explained together with a convincing case of why it is of importance to the professional relocation/mobility industry and associated businesses.</p> <p>A clear summary of how the reader can approach the case study and what they may gain from it.</p> <p><b>14+</b></p>	<p>The context is clearly articulated and the introduction sets the scene for the investigation in the context of the specific business.</p> <p>The purpose of the case study is well explained and a rationale given of why it is of relevance to the professional relocation/mobility industry and associated businesses.</p> <p>Clear and effective outline of how the case study is set out.</p> <p><b>12-13</b></p>	<p>The context is explained with an introduction to the issue being addressed.</p> <p>The purpose of the case study is explained and why it is of relevance to the professional relocation/mobility industry and associated businesses.</p> <p>Clear outline of how the case study is set out.</p> <p><b>10-11</b></p>	<p>The introduction and purpose of the case study are not set out or are un-clearly stated.</p> <p><b>&lt;10</b></p>
<p><b>Theoretical Frameworks</b> 750 -1000 words 30%</p>	<p>A comprehensive set of theoretical approaches are included and clearly explained in relation to industry practice.</p> <p>There is an original contribution in how the material is evaluated in relation to industry practice.</p> <p>Personal viewpoint is expressed and supported with substantial evidence, literature and/or examples</p> <p><b>21+</b></p>	<p>A number of theoretical approaches are included and related to industry practice.</p> <p>There is a consistent attempt to critically review each approach in relation to the central topic.</p> <p>Personal viewpoint is expressed and supported with evidence and/or examples</p> <p><b>18-20</b></p>	<p>Some attempt to relate at least one theoretical framework to industry practice.</p> <p>Includes an evaluation of strengths and weaknesses of the theory.</p> <p>Personal viewpoint is expressed.</p> <p><b>15-17</b></p>	<p>No attempt to include academic and theoretical frameworks.</p>

Assessment criteria	Distinction A	Merit B	Pass C	Resubmit <20/40
<p><b><i>Application of the theory to your business practice</i></b> 1000 – 1500 words <b>40%</b></p>	<p>The theories included are related to practice with clear and comprehensive examples of how the learning is relevant and useful in real world situations.</p> <p>There are original ideas presented that have potential benefits for the business and relevance for industry practice.</p> <p>Potential issues, anomalies and problems are discussed with possible implications and/or solutions.</p> <p><b>28+</b></p>	<p>The theories included are related to practice with clear examples of how the learning might be applied to real world situations.</p> <p>There is some attempt at drawing original lessons and conclusions of relevance to the business context or to wider industry practice.</p> <p>Potential issues, anomalies and problems are raised.</p> <p><b>24-27</b></p>	<p>There is a clear attempt to link theories to real world examples and practice.</p> <p>Some attempt at drawing lessons from the theories to practice.</p> <p><b>20-23</b></p>	<p>There is no attempt to link theories to practice.</p> <p><b>&lt;20</b></p>
<p><b><i>Conclusion and overall style, referencing.</i></b> <b>250 – 350 words</b> <b>10%</b></p>	<p>Line of argument is persuasive, well-structured and rationale is signposted well.</p> <p>Conclusion effectively brings together the main points and refers back to the theories discussed.</p> <p>Accurately and fully meets Harvard Referencing Guidelines.</p> <p>Extensive and comprehensive references cited.</p> <p>No typographical, grammar, spelling or punctuation errors.</p> <p>Work meets submission guidelines.</p> <p><b>7+</b></p>	<p>Line of argument is clearly structured and the rationale is signposted well.</p> <p>Conclusion well explained.</p> <p>Accurately follows Harvard Referencing Guidelines.</p> <p>Adequate references.</p> <p>No typographical, grammar, spelling or punctuation errors.</p> <p>Work meets submission guidelines.</p> <p><b>6</b></p>	<p>Line of argument is clear and summative.</p> <p>Conclusion included.</p> <p>Clear attempt to follow Harvard Referencing Guidelines.</p> <p>Some references included.</p> <p>Only minor typographical errors.</p> <p>Work mostly meets submission guidelines.</p> <p><b>5</b></p>	<p>No Conclusion included.</p> <p>Does not meet Harvard Referencing Guidelines or no referenced given.</p> <p>Work fails to meets submission guidelines.</p> <p><b>4</b></p>