Structure of Business Case Study

Starting pages

Title page

Summary in Lithuanian



Summary in English



List of contents



Introduction

Relevance of the Topic

Problem

Research Research Object



The aim Objectives

Research Methods

Structure, Limitations, Al usage

1. Theoretical part. Problem analysis through theory analysis

...market research

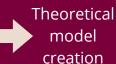
...variety of business models



...elements of business models



...features of prototype creation



2.Methodological part. RESEARCH METHODOLOGY

Research methods of choice, justification



Research logic scheme/model compilation, detailed



Research reliability, ethics

3. Analytical part. RESEARCH RESULTS

Analysis of the most important research results, calculations



Interpretation of research results



Methods of solving the research problem

CONCLUSIONS AND RECOMMENDATIONS

Conclusions have to answer objectives from introduction



Specific recommendations, based on the results of the research, possible to implement

LIST OF LITERATURE AND SOURCES

Literature sources - no less, than 40 sources. Include only those sources that have been quoted or mentioned in the text. Academic sources should be not older than 5 years (25 % of all sources can be older, if it is still relevant)

APPENDICES

The appendices contain large-scale (longer than 1 page) tables, detailed calculations, guestionnaires (surveys) used in the study, transcribed texts, processing schemes of the 11 results and etc.