



**CASE
RESEARCH
CENTRE**

Submission Guidelines for Case Study for Case Writing Competition for Students

Applicable for Students (UG/PG) only

1) Guidelines for writing Case Study

Maximum word limit for full case study- 600- 1000.

An effective case study is built around a protagonist and a dilemma, supported by relevant background and data. The Case Study is written for the students and is open for classroom discussions. The guidelines below outline how to structure one.

- 1) The case should include one real (or realistic) decision-maker which could be C-Suite (CEO, COO)/Top Management, who is at the centre of the narrative (protagonist).
- 2) Present the dilemma clearly: state the specific problem (dilemma) faced.
- 3) Establish the background: Give enough context for readers to understand the situation:
 - The company (industry, size, history, products)
 - The market (competitors, customers, trends)
 - What led up to this decision point (events, pressures, past choices)
- 4) Add real constraints: Show what's limiting the protagonist- time, budget, board pressure, competition, limited information. This is what makes it a *dilemma*, not just a question.
- 5) Include Data / Exhibits (if available):
 - All tables, figures, and appendices should be referred to as exhibits in the body of the case or teaching note. Exhibits should be inserted at the end of the document.
- 6) Describe the options for decisions: Before concluding the case, clearly present the realistic options available to the protagonist.
- 7) Learning Objectives: Outline the specific learning that students will take from the case; each objective should begin with a strong action verb -such as analyse, evaluate, apply, formulate, or recommend - and connect directly to the case's central decision and the assignment questions that follow. 3 to 5 objectives are sufficient, with each one achievable within a single class session

- 8) Discussion Questions: Discussion questions (also called assignment questions) are the 4 to 6 core questions guiding classroom discussion toward the central decision or dilemma by analysing the same.
- 9) The Cases should be based on real scenarios. The case study will be rejected if it is discovered that the content is generated through artificial intelligence (AI) or plagiarised.

Case Study must have(s):

- Clarity - The case needs to be written in clear, simple language, with a well-defined protagonist, dilemma, and narrative flow, so that students can easily follow the situation without confusion or ambiguity.
- Conciseness - The case requires relevant background, data, and details needed to understand and analyse the dilemma - avoiding unnecessary information, or repetition that distracts from the core decision.
- Completeness - The case needs to provide all necessary context, constraints, and supporting exhibits for the reader to fully understand the situation and make an informed recommendation, with no critical gaps in information.
- Correctness - All facts, figures, exhibits, and citations in the case needs to be accurate and consistent with reference to the source material.
- Use past tense to write cases
- Submission should be made in a word file with a font size of 12, in Times New Roman with line spacing of 1.5

Note:

Submit your cases in word document. Rename the document as: CS _initials of the primary author_ Case ID

For example,

If it is a **Case Study**: CS_TA_534