



**CASE
RESEARCH
CENTRE**

Submission Guidelines for Case Study and Teaching Note

1) Guidelines for writing Full Case Study

Maximum word limit for full case study- 5000- 7000.

An effective case study is built around a protagonist and a dilemma, supported by relevant background and data. The guidelines below outline how to structure one.

- 1) The case should have 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.
 - Tables should be inserted into the file as editable objects, not as images.
 - Include a citation below each exhibit. State whether the exhibit has been extracted from an original document or created by the author using data from an original document (e.g., “Created by the author using....”)
- 6) Describe the options for decisions: Before concluding the case, clearly present the realistic options available to the protagonist. This is where the reader's analysis is anchored, so each option should include:
 - A clear description of what choosing this path would involve
 - The advantages- reasons this choice is compelling.
 - The disadvantages/risks- what could go wrong or what it costs.
 - Any evidence or data (from the exhibits) that supports or complicates the option

- 7) Keep the ending open- ended: The case should end at the decision point - not beyond it. After laying out the options with their respective pros and cons, the narrative should stop there, without indicating which choice was made or which is “right.” It is left to the reader to weigh the alternatives and arrive at their own decision.

Criteria for Submissions for case study and teaching note

- 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.

Guidelines for writing Teaching Note

A crucial component of the case study is the teaching note. By advising teachers on how to organise class discussions, emphasise major topics, and extract crucial insights, it plays a significant part in ensuring that the case meets its intended learning objectives. If a teaching note is accessible, instructors who are not the original developers of a case can use it effectively.

Structure & Components

- Expected classroom conversation, questions, that students are likely to ask, and the responses that will follow.
- Pedagogical techniques to help the teacher lead class discussions.
- The teaching note should provide guidance for steering discussion toward the central dilemma presented in the case.

Tense of the Case Study and Teaching Note

- The past tense is used to write cases. It is used for future claims and truths as well.
- Teaching Note can be written in both past and present tense.
- Submission should be made in a word file with a font size of 12, in Times New Roman with line spacing of 1.5

2) Guidelines for writing Extended Abstract. (Case)

Word limit of the abstract- 2000 - 2500

- Concise **Title** which describes the case subject in a specific manner.
- Details of the Author- Names, affiliations, and contact emails.
- Keywords- 4-5 core terms which reflects the theme of the case, industry, or methodology.
- A short abstract stating the primary problem, context of the case, findings, etc.
- Introduction & Background: Briefly introduce the situation being studied
- Methodology- State the sources from where the data was collected, an outline of case analysis
- Case Analytics & Research- Present the core narrative, evidence, and findings derived from the case. Highlight key patterns, operational hurdles, strategic decisions, or quantitative/qualitative results.
- Conclusions & Limitations- Summarize the main takeaway of the case.
- Include Citations- APA Format

Note:

Submit your cases and Teaching Note in two separate word document. Rename the document as: FCS/LA/TN_initials of the primary author_Case ID

For example,

If it is a **Full case study**: FCS_TA_534

If it is an **Extended abstract**: EA_CT_678

If it is a **Teaching Note**: TN_TA_534