

Please use the following format to develop a 500 to 600 words Teaching Case Proposal

Proposed title of the Teaching Case

Name of author 1*, Name of author 2,... (*DO NOT USE Dr. or Prof. in front of the names*)

*Indicate who will be the Corresponding author

Course Module: Describe the course module in which the case can be taken

Phenomenon and Context: Describe the case and its context.

Dilemma: Describe the dilemma in the case

The case: What is the case on - firm/individual/event: describe

The Data Source: Designation and functional area of the contact person, mention if multiple interviews are possible? Will you be able get consent to publish?

Alternatives: to solve the dilemma. Not more than four options

Theory: Describe which theory the case will connect to. It should be a module of the MBA course

Type of the case: (Applied Decisional or Applied Problem Solving) Select one

Protagonist: (Present/Absent/Not Needed) Select one

Case questions: Briefly discuss the questions emanating from the teaching case. Indicate against each question the Bloom's Taxonomy it is mapped.

Keywords: 5 to 7 words

***Affiliation of 1st author (Department, Institute, Country, e-mail and WhatsApp number)**

Affiliation of 2nd author (Department, Institute, Country, e-mail and WhatsApp number)

