

Guidelines for authors

Before you submit your case and IM, Compact Case and Teaching Note, industry note, technical note, critical incident or article to *The CASE Journal*, please check that your submission complies with the following:

Cases

- Do not include a synopsis or abstract—save it for the instructors' manual.
- The case must be **factual**: that is, using real people, real companies, real situations—no composites. You may disguise the company and individuals involved (note that on the first page of the case), but this does not relieve you of the responsibility for obtaining a release.
- All cases must be written in the **past tense**, except for direct quotes. Cases written in the present tense will be returned without review.
- Cases do **not** have to have a decision focus; illustrative, descriptive, and analytical cases are welcome at *The Case Journal*.
- Use 1" margins, single spacing, and clearly numbered exhibits or appendices. Number all tables, appendices, attachments, illustrations, exhibits, maps, and other sorts of ancillary material sequentially, using the generic "Exhibit" as the identifier.

Instructors' Manual

- The IM should contain the following information (at minimum):
 - Synopsis
 - Target audience/level/when in term to use/connections to commonly used texts
 - Learning objectives
 - Discussion questions (list)
 - Theory discussion
 - Answers to Discussion Questions
 - Teaching Strategy
 - Student Response
 - Epilogue (if known)

Compact Cases

The CASE Journal publishes Compact Cases designed to provide sufficient information to motivate student learning, illustrate concepts and provide discussion opportunities in a shorter case format. Compact Cases must meet all of the guidelines for Cases, but **are limited to 500-1,000 words in**

length (just about two single-spaced pages). Compact cases have a briefer Teaching Note (described below) instead of a full Instructor's Manual.

Teaching Note

- Only Compact Cases utilize a Teaching Note. Do not utilize these guidelines for cases that exceed 1,000 words in length. The Teaching Note should contain:
 - Abbreviated abstract
 - Keywords
 - Case usage (level and course)
 - Learning objectives (usually one or two)
 - Discussion questions (usually no more than three)
 - Theory Discussion (more tightly focused than for full length case)
 - Answers to Discussion Questions
 - Teaching Tips/Activities
 - Epilogue (if known)

Please feel free to contact the journal editor for clarification, amplification, and general or specific questions about your submission:

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