

FORMAT FOR CASE STUDY SUBMISSION

Case Title

**Case Study**

***(Author(s))***

***(Institution(s))***

***(Date)***

***(add logo of your institution)***

# ((Opening Paragraph – don’t use chapter heading))

* + Include:
		- Position of case in time (ideally: specific date/time)
		- Major actors of the case (ideally: one or very few protagonist[s])
		- Company (name, industry, size, ownership structure)
		- Immediate issue / decision to be taken / problem of the case
	+ be brief; ideally it does not exceed 90 or 200 words
	+ be written in the third person
	+ be written in past tense
	+ create dramatic interest and motivate reader to continue reading
	+ provides (via immediate issue) implicit instructions for the further reading of the case (what should the reader look for)

# Chapter heading *(expected length)*

* + Include one chapter heading for every section of your possible case study structure by copying the chapter heading and these bullets from above as often as needed
	+ Include a few bullet points to describe the rough content and flow of all chapters
	+ Include a rough indication of the expected length (number of pages) for each of the chapters in brackets directly behind the chapter heading and delete once done with writing
	+ Highlight information that you are missing and where/whom you will try to get the information from .
	+ Consider using the following flow of chapters for your case study (adapted from Mauffette-Leenders, Erskine, Leenders (2005). Learning with Cases. P.37):
		1. Organizational context
		2. Specific area of interest
		3. Specific problem or decision
		4. Alternatives
		5. Conclusion

# Exhibits

* + Start on new page; ideally only one exhibit per page
	+ Consider the following options:
		1. Text
		2. Data
		3. Visuals
	+ Make sure to properly reference the source and to clear copyrights