

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