

Structure of a Teaching Case

- Abstract (250 words). Bring out focus, aim of the case, and the audience for whom it is meant
- Keywords (5-7 words)
- Mention the courses in management curricula for which the case can be for teaching
- Indicate minimum two Course Intended Learning Outcomes which can be achieved by discussing the case
- In the Opening paragraph: Bring out main issues, context within which the case occurs. Introduce protagonists
- Body should cover: Story in chronological order, back ground, quote views
- In the Concluding paragraph: Short synthesis of the case, questions, issues for students
- References
- In a teaching case there is no place for literature review
- Teaching notes: In a separate file, Separated from the paper to provide authors understanding of the issues. The teaching notes are not published.

Evaluation parameters for particularly a Teaching Case

An ideal teaching case should demonstrate following features:

- Culmination of the content in a dilemmatic situation created through debate in the text so that students in the class can start thinking for solution
- Identification and relevance of protagonist should be clear in the first few lines
- Unambiguous identification of issues to be resolved
- Reasonable level of dramatization component in the narration of the case
- Strong relationship between the questions posed at the end of the case and the content

The Teaching note will be evaluated on following aspects:

- Quality of suggested solutions
- Appropriateness of suggested ways to engage students
- Adequacy of time estimate for the case

Structure of a Research (Non-Teaching) Case

- Abstract (100-150 words). Bring out the objectives, the research methodology adopted and major results.
- Key words (5-7 words)
- Opening paragraphs : Organization, Problems, Issues, Need for study
- Objectives: List them and, if necessary, derive hypotheses
- Avoid extensive literature review
- Research methodology: Participants, Sampling method and size, Methods of data collection, and analyses, steps to ensure reliability and validity
- Analyses and Results
- Discussions
- Theoretical Contributions and Managerial Implications
- Conclusions
- References

Authors should ensure:

- Citation of relevant literature in the paper. The citation in the text and bibliography must match. [Use APA 6 style](#) and [total word limit is 5000 including references](#).
- Each Table and figure must be numbered as per APA 6 style and must carry headings.
- Source of information must appear at the bottom of each table/graph/figure
- There is no infringement of existing copyrights or indulgence in plagiarism.
- A check by Turnitin should produce a similarity index of less than 20%
- Authors must have written permission for reproducing tables, figures, graphics, or excerpts of more than 400 words. [Anything freely available on a web site or in the published documents of the company does not imply that it is free to use](#). Author must obtain formal written permission to use copyrighted material.