

THE CASE JOURNAL CASE FORMATTING GUIDELINES FOR SUBMISSION

Cases and articles must be single-spaced and submitted as Microsoft Word Documents (.doc, not .docx). Format cases in 12 pt. Times New Roman with one inch margins all around for U.S. letter size paper.

For final submission, the case and instructors' manual should be in separate files. The first page of the case and the instructors' manual should have the title in 14 pt bold at the upper left. Immediately below the title, list the authors and their affiliation in 12 pt. bold, left adjusted. List authors' full names and positions, addresses, telephone and fax numbers, and email addresses on a separate cover sheet. Do not include page numbers, headers or footers in the final submission.

HEADER1 (blank line before and after)

Header2 (no blank line after)

Do not indent the first word of each paragraph. Do skip one line between paragraphs.

Header3. All tables, figures and exhibits must be contained in the same Microsoft Word document file as the case. Embed figures and tables within the text and number them separately. Group exhibits at the end of the case, also numbered sequentially. Please be aware that, even though the journal is published online, you will want to limit the number of exhibits and figures to the number that you believe students will actually benefit from.

Reference citations in the text as **endnotes** (that is, footnotes that appear at the end of the document) limited to author, title, date, and page (if applicable), with full bibliographic information restricted to "References" at the end of the case. Please use APA format for all citations and include a retrieval date and the full page citation (not just www.walmart.com, for example, but the complete page: <http://walmartstores.com/Sustainability/7951.aspx>) for Internet sources. Each exhibit, figure or table must have a number and title as well as a source.

Cases must be accompanied by a comprehensive Instructors' Manual (Teaching Note) that includes at least the following elements:

1. Identification of the intended course(s) and audience, including the case's position within the course, the topics it covers, and its specific teaching objectives. Authors should identify any associated readings or theoretical material that instructors might draw on to relate the case to their field or to the course.
2. A brief (one-page maximum) synopsis of the case.
3. Assignment questions for student preparation, accompanied by a full analysis of each question. Authors should highlight analytic points that might be noticed only by the best students—points that might differentiate an "A" grade on a written assignment.
4. A teaching plan, including the expected flow of discussion and key questions, role plays, use of audiovisuals or in-class handouts, etc.
5. A disclosure of the research basis for gathering the case information, including any disguises imposed and their extent.
6. If appropriate, an epilogue or follow-up information about the decision actually taken.