

THE CASE JOURNAL

GUIDELINES FOR INDUSTRY NOTES AND TECHNICAL NOTES



Frequently, instructors look for brief industry notes or technical notes to assist them in using specific cases in the classroom. For that reason, *The CASE Journal* has established a new section to house these articles. Each article must have a related instructors' manual that explains how to use the article with cases and identifies some specific cases published by TCJ with which to use the note. These notes are meant for students, to assist them in performing high quality case analyses, especially for cases in areas in which the students have limited context knowledge.

Industry Notes

An industry note provides an in-depth look at an industry (energy, banking, automobiles) or a country or region (Russia, the Pacific Rim, Wyoming). The note should include sufficient historical background to contextualize the industry information, as well as related social, environmental, and economic data. The key to a successful note is to keep it short enough to remain interesting and long enough to provide real value (between 5 and 10 pages)

Technical Notes

A technical note provides an in-depth description of a process or technique (manufacturing, robotics, calculating net present value, administering an HR program). If there are multiple methods for performing the technique, be sure to acknowledge that the method you are using is only one of many or, preferably, describe more than one method. Clarity is critical here – you will be most successful if you incorporate diagrams, charts, bullet-pointed lists, and similar devices.

Instructors' Manual for Industry/Technical Notes

The purpose of the IM for industry/technical notes is to clarify their use by instructors; that is, why is the note valuable? If the IM is for a technical note, provide some exercises or sample questions to which the process can be applied. If the IM is for an industry note, provide some questions for analysis for which students will require the note itself. In both cases, be sure to identify one or more TCJ cases which would be enhanced by the use of the note. Provide 3-5 keyword content identifiers, as well as a list of additional readings and/or websites for instructor use.

General guidelines for both kinds of notes are as follows:

- Use language that is accessible to students, as these notes are designed for student use.
- Keep the note itself to 20 pages maximum, double spaced.
- Follow the same formatting instructions as for cases and instructors' manuals.
- Be sure to use citations of articles that are readily available for instructor or student download.
- Provide 3-5 keyword identifiers for instructors.