

Format for two-page submission:

NACRA 2022 Start-Up Cases' Workshop

Case Working Title

Case Author 1, Affiliation

Case Author 2, Affiliation

(etc.)

Corresponding Author

Affiliation, address

Email, telephone

Target Course: Indicate Graduate or Undergraduate and title of course where case would be taught; pick one course, even if you think it might be taught in multiple courses.

Industry: indicate industry (banking, retail, health care etc.)

Data Sources: Highlight all that apply:

Library Research Interviews Consulting Personal Experience

Prior Cases: Highlight all that apply:

I am a complete “newbie” when it comes to writing cases.

I have presented cases at NACRA before.

I am a case-method teacher.

I am not really a case-method teacher but sometimes I include cases in my courses.

I have never prepared a teaching note/instructor’s manual to accompany a case.

I seek advice on a non-traditional case (e.g., interdisciplinary, multi-media, etc.)

Draft Case Opener

Most cases open with a paragraph or two, which introduce the protagonist (main character in whose shoes students will virtually place themselves), the organization, the time-frame (e.g., a Friday afternoon in July 2018), and point to the case focal issue (it may point directly or only hint at the focal issue; this is a choice for the case writer to make). The opener should capture the reader’s imagination and make them want to read more! Since the Opener is very important yet also must be concise, include it here on page 1 but go no further on this page.

Sample Opener (partial) from “High Noon at Universal Pipe: Sell Out or Risk Everything?” by Arieh A. Ullmann. *Case Research Journal* 31(1), winter 2011, p 83:

“It was mid-November 2004, and as Dave Butler, CEO of Universal Pipe, Inc. (UPI) packed his overnight bag for the flight early the next morning, he was thinking about the upcoming decisive meeting with the Japanese majority owners of UPI in their mid-town Manhattan office. The continued existence of the company was at stake. The fate of UPI, one of the larger US PVC pipe manufacturers, and its employees, depended on him.”

On page 2 provide the following:

Summary of the rest of the case, including industry and/or company background, description of the setting and the challenge, description of data that needs to be made available to students in order for them to do a meaningful analysis of the case, and proposed exhibits.

Synopsis of the following instructor’s manual sections: Case learning objectives, envisioned case issues, relevant theory or managerial framework/s to be applied.

Questions/issues you would like help with at the Start-Up Cases’ Workshop.