**Case Study Template**

**Case Title**

Fill in the title (and subtitle if any)

**Case Opening**

Set the stage of the case and serve as a “hook” to motivate the reader to keep on reading. You should tell **who** your protagonist is (name and position), **what** kind of decision he or she has to make or **what** kind of dilemma he or she is facing, **when** and **where** this is happening (time and place).

No more than 1-page, 1-3 paragraphs, single space

**Section Title**

List the content under this section

List the exhibits under this section

Use bullet points

**Section Title**

Content and exhibits bullet points

**Section Title**

Content and exhibits bullet points

….

**Conclusion**

A short summary of the issue at hand and wrap up

**Appendices**

List other useful data that are not directly linked to the case, e.g. photos, videos, newspaper articles.

**Teaching Note Template**

**Synopsis**

An abstract of the case

200 words or shorter

**Teaching objectives**

3-5 bullet points

Try to be as precise as possible

**Target Audience**

Who will be using the case? Types and level of study

**Data Collection (optional)**

Where the data are from and whether they are disguised

**Teaching Approach (optional)**

Whether the case can be used for written exams, role-plays, or combined with a video, etc.

**Assignment Questions (optional)**

*Questions for students to prepare before the class*

**Teaching Plan (with a Time Plan)**

*Questions to open the discussion*

1-2 questions and brief answers or analysis

How much time do you plan to give to this set of questions in class?

Format of discussion: big group or small group discussion, role-play, etc.

*Questions to advance the discussion*

Same as above

*Questions to close the discussion*

Same as above

**Epilogue (optional)**

Actual outcome of the case situation

**References and recommended readings / sources**

List of articles, books, or other sources (e.g. websites) you will discuss in connection with this case or recommend students to read

**Other Information**

**Author(s)**

* Name(s)
* Contact details

**Case Type** (choose one)

* Case based on field research
* Case based on published sources
* Case based on generalised experiences

**Case Category** (choose one)

* Finance & accounting (FIN)
* Economics, politics & business environment (ECO)
* Strategy & general management (GEN)
* HRM & organizational behavior (HRM)
* Marketing (MAR)
* Product & operations management (POM)
* Ethics & social responsibility (ETH)
* Entrepreneurship (ENT)
* Knowledge, information & communications systems management (KIC)

**Case Info**

* Industry in which the case is set
* Country/region in which the case is set
* Year or time period of the case event

**Keywords or phrases (**no more than 15)