**Case Plan Template**

**Teaching Objectives**

3-5 bullet points

**Target Audience**

Who will be using the case?

**Preliminary Case Focus**

A short description of the case that contains the 4 essentials

**Preliminary Discussion Questions**

A list of 6-10 questions

**Data Needed**

A list of missing information

**Data Collection**

A list of data to be collected by desk research

A list of data to be collected through interviews

**Schedule**

When do you plan to do desk research?

When do you plan to do interviews?

When do you plan to produce a draft?

When do you plan to finalize the case and teaching note?

**Outcome**

When and where do you plan to teach the case?

When and where do you plan to publish it?