

ET CASES – Case Format



ET CASES is an initiative of the Times of India Group - India's largest and most diversified media conglomerate. Our vision is to enable an effective and efficient classroom delivery through case pedagogy – at Undergraduate, Graduate, PhD and Corporate levels. ET CASES aims at creating value for the entire management fraternity – aspiring managers, faculty from business schools and practicing managers from wide spectrum of companies and industries – through seamless collaboration and value sharing.

ET CASES is India's first-ever Case Clearing House. A Case Clearing House is an autonomous institution that facilitates aggregation and publication of case studies of case authors from across the world, across a spectrum of management subjects and industry verticals.

Out of the many products from ET Cases, these guidelines deal with a detailed description of two products namely, case study and caselet.



CASE STUDY Pack is a combination of an abstract, a well-documented case study and a rigorously written teaching note. Every case study is written with specific pedagogical objectives and when this case study is used along with the suggested background material and the suggested classroom orchestration, the learning can be quite pronouncing.



CASELETS are written in a more compact style with an appealing narrative. Every caselet comes with an abstract and a rigorously written teaching note. While case studies provide the width and depth required for a holistic analysis-based-discussion, caselets enable more in-depth analysis of a given managerial dilemma.

Caselet and Case Study: A Comparison		
Description	Caselet	Case Study
Format	Text, photo, video, animation	Text, photo, video, animation
Pages	2-7	8-16
Source	Primary/Secondary/Fictional	Primary/Secondary/Fictional
Case Pack Components	Abstract, Caselet and Teaching Note	Abstract, Case Study and Teaching Note

Submission and Review Process

Submission Process

You can submit your case pack to info@etcases.com.

IMPORTANT NOTE: Please ensure that the submitted case pack adheres to the ET Cases' case format and ET Cases' style guidelines.

Review Process

The submitted case packs (Abstract, Case Study and Teaching Note) are reviewed by the ET Cases editorial team in a rigorous 3-step review process.

- 1) **PRE-REVIEW** – The editorial team will evaluate the case pack on certain pre-set parameters and ACCEPT/REJECT the pack for EDITORIAL REVIEW & editing
- 2) **EDITORIAL REVIEW** – The editorial team will review & edit the case pack and ACCEPT/REJECT the pack. If ACCEPTED, the team will share its feedback accompanied by suggestions, to be incorporated by the authors.
- 3) **2nd EDITORIAL REVIEW** – The editorial team will review the revised case packs (on the basis of suggestions made) and will ACCEPT/REJECT the case pack for publishing on ET Cases and The Case Centre – subject to furnishing of relevant forms.

Review Rating Criteria

PRE-REVIEW RATING TABLE		
Description	Marks Allotted	Marks Awarded
Core Issue & the Concept Connect	4	
Orderly Presentation (Logical Sequencing of the Sections and Paras)	4	
Mapping to the Course/Subject/Chapter/Concept)	4	
Pedagogical Objectives	4	
Language/Readability	5	
Exhibit's Relevance	4	
Teaching Note (20)		
Case Analysis	8	
Requisite sections as per ET Cases format	3	
Language/Readability	3	
Exhibit Relevance	3	
Usage and connect of analysis with the case facts and POs	3	
Engaging – How Engaging are the case and Teaching Note?	5	
TOTAL	50	
<p>“THIS CASE IS ONLY ACCEPTED FOR EDITORIAL REVIEW & CONTENT EDITING AND DOES NOT TANTAMOUNT TO ACCEPTANCE FOR PUBLICATION.”</p> <p>The minimum marks required for the case to be accepted for EDITORIAL REVIEW is 35</p>		

EDITORIAL REVIEW RATING		
PARTICULARS	Assigned Marks	Marks Obtained
Case Study		
• Teachability – concept & course/engaging/ learning outcome	10	
• Language/readability/ Footnotes/referencing/others	10	
• Free from Plagiarism	10	
Rating Assigned for Case Study	30	
Teaching Note		
• Analysis and connectivity with the case facts/concepts	10	
• Language/readability	5	
• Structure(synopsis/positioning/POs/TP/summarize/ reference)	5	
Rating Assigned for Teaching Note	20	
Final Rating of the Case pack	50	
FINAL STATUS OF THE CASE PACK	Rejected/accepted for 2 nd editorial review	
<p>“THIS CASE IS ONLY ACCEPTED FOR 2nd EDITORIAL REVIEW AND DOES NOT TANTAMOUNT TO ACCEPTANCE FOR PUBLICATION.”</p> <p>The minimum marks required for the case to be accepted for 2nd EDITORIAL REVIEW is 40</p>		

2nd EDITORIAL REVIEW

If the case pack is revised as per the review team’s suggestions, it will be accepted for publishing (subject to furnishing of relevant forms), else the case pack will be released back to the authors.

Important Note: Cases once rejected at any stage cannot be resubmitted.

ET CASES STYLE GUIDELINES FOR CASE WRITING

The author must include **the Course, the Concept, Suggested Textbook and the Nature of Case/Research** (Primary Research/Secondary Research/Fictional or Generalized experiences) at the beginning of the case.

The following are the broad guidelines for a case pack (case study/caselet):

CASE TITLE: The title should be short, contain keywords relevant to the case and should be engaging.

ABSTRACT PAGE: The abstract page should include the following components –

- **Abstract:** A paragraph highlighting the concept/s addressed in the case, the core issues of the case (identifying the problem), and the different decision dilemmas (generating alternatives for addressing the problem/s identified)
- **Pedagogical Objectives:** The abstract should clearly indicate the pedagogical objectives, i.e., the concepts/theoretical frameworks that can be learnt by analyzing the case
- **Case Positioning and Setting:** The abstract should mention the relevant course, subject and concept/s
- **Keywords:** Any term/words that are used minimum 4-5 times in the content referring to the core concept/central idea should be mentioned as keywords

CASE STUDY/CASELET: Case study/Caselet is the textual format of a case, which should have the following:

- **Introduction:** The introduction should be gripping and capture the summary of the entire case. It should portray the core issue or the decision dilemma in the case. The case section should however not be titled as **'introduction'**
 - **Body:** Business Issues/Challenges should form the body of the case. It should include sufficient background information for the reader to analyze the decision points which might include revenues, profits and losses, historical information, trends, direct quotations from relevant sources, as well as essential exhibits, tables, figures, etc.
 - **Case Ending:** The dilemma of the case should be highlighted in the concluding paragraph. The case section should however not be titled as **'conclusion'**
 - **Assignment Questions:** The key questions arising from the case should be given at the end of the case. These questions should be comprehensive enough to provide scope for in-depth analysis of the case. They should be in sync with the pedagogical objectives
 - **Mandatory Readings/Activity/Exercise:** At the end of the case, Mandatory Readings/Suggested Readings/Activity/Exercise that students/participants should undertake before the classroom discussion and analysis should be cited
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TEACHING NOTE: A teaching note should be written in the following sequence –

- **Title:** It should be same as that of the case
- **Synopsis:** The synopsis should be a summary of the core issues presented in the case. It should also highlight the concepts that would be analysed in the case
- **Prerequisite Conceptual Understanding/Before the Classroom Exercise/ Reading:** It should include the concepts, articles, reports, technical/industry notes, book chapters (highlighting concepts, theories and business events), movies, websites, etc., that the students/participants should know before attempting to analyze the case
- **Case Positioning and Setting :** (same as mentioned in the case)
- **Assignment Questions:** (same as mentioned in the case)
- **Preamble to the Case Analysis:** Preamble gives a bird’s eye view of the way the classroom discussion is orchestrated. It should include the Discussion Dashboard, as shown in the given exhibit. In each section, discussion would be centered on an anchor point
- **Teaching Plan:** This gives a broad idea of how the case can be orchestrated in the class along with the time duration allocated for the analysis of each section/assignment question. This can be presented in the form of a table/text/bullet points, etc. One such suggested table can be as following:

Exhibit (TN)-I: Classroom Discussion Dashboard				
Analysis Segment	Section Title	Section Title	Section Title	Wrapping Up/ Debriefing
Relevant section of Case Study/ Caselet	Section I	Section II	Section III	Summarizing the discussion
Discussion Points				
Anchor Point of Discussion				
Expected Learning Outcomes				
Suggested Duration				
Prepared by the authors				

- **Case Analysis:** This includes an in-depth case analysis and also addresses all the assignment questions
 - 75% of case analysis should be based on case facts but it should not be a reproduction of case facts
 - 25% of case analysis may include external information like frameworks, graphs, conceptual models, etc.
- **Wrapping Up/Debriefing:** It includes a couple of lines that leave a hint for the faculty as to how to wrap up the case discussion
- **Big Picture:** Cases are administered in classrooms to let the students/participants resolve various managerial dilemmas concerned with various functional areas of management. It should indicate in unmistakable terms the core learning from the case and definitely not the subsidiary issues
- **Additional Readings (if any):** It includes reference to relevant articles, books, movies, videos, etc., for further understanding of the issue in focus

STYLE GUIDELINES

The following are the ET Cases style guidelines that should be applied while developing a case pack (Abstract, Case Study/Caselet and Teaching Note):

1. Exhibits:

- a. All box items (which include Exhibit, Annexure, Box, Table, Graph, Figure, Image, Map, etc.) should be termed as **Exhibit** (Exhibit I, Exhibit II, Exhibit XIV, etc.) and included along with the text of the case study/caselet. Any box item that comes at the end of the case study would be termed as 'Annexure'
- b. No Exhibit should be a standalone item in the case study. Ensure that every exhibit is connected and at least 2–3 sentences for each of the exhibit should be included in the text. Each exhibit should essentially help in the classroom discussion/analysis

2. **Footnotes/Sources:** Footnotes keep a check on plagiarism and indicate the source of facts or ideas used in the case study. Only footnotes have to be used to cite the sources. It is mandatory to give source for every exhibit. If the exhibit is prepared from multiple sources, it should be referenced as “Compiled by the author/s”. If the exhibit is author’s own creation it can be referenced as “Prepared by the author/s”.

Style Guidelines for Footnotes/sources/references	
In case of an online source	<p>Author name/s <<in natural order>>, “Article name” <<should be in double quotes>>, Entire link of the website from where it has been taken, Date <<in the format mm/dd/yy>> (Accessed Date: Month Date and Year)</p> <p>Example: Elizabeth Corcoran, “Bill Grows Up”, http://www.forbes.com/finance/2004/10/04/cz_ec_1004gates.html, October 4th 2004 (Accessed Date: January 1st 2019)</p>
In case of a hard copy source	<p>Author’s name/s (in natural order), “Name of the article”, Source of the article (in Italics), Month Date & Year, Page number</p> <p>Example: Mariko Sanchanta and Peter Burrows, “Soy sauce seeps into the culture”, <i>Financial Times</i>, August 10th 2006, page 5</p>
In case of information taken from an article in a magazine or Journal	<p>Author name <<in natural order>>, “Article name” <<should be in double quotes>>, Magazine// Journal name <<in Italics>>, Magazine//Journal Number, Date <<in the format month//date//year>>, Page number</p> <p>Example: William I. Huyett and Patrick S. Viguerie, “Extreme Competition”, <i>The McKinsey Quarterly</i>, Number 1, October 2nd 2006, page 17</p>
In case of information taken from a book	<p>Author name <<in natural order>>, “Chapter name” <<should be in double quotes>>, Name of the book <<in Italics>>, Edition followed by the ISBN number in circular brackets, Publisher, Year of publishing, page number/s</p> <p>Example:</p> <p>Peter Coy, “The Nature and Role of Financial System”, <i>Financial Institutions and Markets</i>, 4th edition (ISBN 25-5894-71), Tata McGraw-Hill, 1988, page 17</p> <p>Peter Coy, “The nature and role of financial system”, <i>Financial Institutions and Markets</i>, 4th edition (ISBN 25-5894-71), Tata McGraw-Hill, 1988, pages 17, 18 and 21</p> <p>Peter Coy, “The nature and role of financial system”, <i>Financial Institutions and Markets</i>, 4th edition (ISBN 25-5894-71), Tata McGraw-Hill, 1988, pages 17–20</p>
Contd...	

Style Guidelines for Footnotes/sources/references	
In case of one author	Peter Coy, "Is the Economy Headed for a Fall?,".....
In case of two authors	Peter Coy and Roy Emerson, "Is the Economy Headed for a Fall?,".....
In case of more than two authors	Peter Coy, et al., "Is the Economy Headed for a Fall?,".....
When two subsequent footnotes are the same in any page	The second footnote is referred to as 'Ibid.' For example: ¹ Mariko Sanchanta, "Soy sauce seeps into the culture", <i>Financial Times</i> , August 10 th 2006, page 5 ² Ibid.
When the same footnote is used more than once, but not adjacent to each other	It is referred to as 'op.cit.' With op.cit., only the title of the article within double quotes is mentioned. For example: ¹ Mariko Sanchanta, "Soy sauce seeps into the culture", <i>Financial Times</i> , August 10 th 2006, page 5 ² Steven Taylor, "Trouble in Disneyland", <i>The Washington Post</i> , June 3rd 2004, page 4 ³ "Soy sauce seeps into the culture", op.cit.
In case of a reference being made to an interview	Thomas Stewart A., "Execution Without Excuses" (An interview with Michael Dell and Kevin Rollins), <i>Harvard Business Review</i> , March 2005
In case of YouTube videos	Stanford Graduate School of Business, "Ken Chenault: Reinventing Your Brand," http://www.youtube.com/watch?v=m9kxiNLQuZM , June 12 th 2013 (Accessed Date: August 16 th 2018)
In case of Movies	<i>Jerry McGuire</i> , directed by Cameron Crowe, Columbia/TriStar Pictures, 1996

- 3. References:** Reference list should be provided in the last page of the case study, which should include citation of all the sources that the author has referred to while writing the case study

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4. **Fonts:** The font to be used across the case pack is – Times New Roman and font size: 11
 5. **Source:** All exhibits and annexures should be duly acknowledged/cited. However, if an exhibit is prepared by collating information from various sources, the source mentioned should be ‘Compiled by the author’
 6. **Date:** It should follow the sequence – mm/dd/yyyy, for instance, March 8th 2016
 7. **Numbers:** Only one-digit numbers should be spelled out in the text and two-digit numbers as numerals. However, Weight, Age, Distance and Time should be given in digits. For instance, 15 lb./pounds, 17 years old, 22 kilometers, 1700 hours, \$2 million, 8 meters, 5.8 kilometers, etc.
 8. **Currencies:** Symbols representing monetary units (dollar, euro, etc.) are not followed by a space and precede the amount. For example, \$7.49; \$20; €15
 9. **Italics:** All non-english terms should be in Italics except for the names of companies and persons



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