

ASAC CASE DIVISION STYLE GUIDE – REGULAR STREAM (FULL CASES)

Case submissions must follow the style guidelines below, rather than the ASAC style guide for papers. A case release form signed by the appropriate individuals **MUST** accompany each case submission (even for cases written with public sources – see below) and must be in PDF format. Authors should retain a copy of the case release form. Cases submitted after 12:00 noon (EST) on February 17, 2020 will not be accepted, nor will any cases be accepted that are not accompanied by a signed case release.

Case Division Directions

Submissions are required to be decision-focused cases, dealing with issues important to their disciplines, that could sustain a typical (i.e. 75-90 minute) class discussion. Cases in the case track describe a real decision-making situation faced by a manager at a specific point in time; fictional cases are not accepted. All submissions must be previously unpublished; the case can be listed in an institutional case catalogue or course syllabus but it cannot have been published in a journal or by a case publishing house prior to the ASAC conference.

Submission Requirements: Cases and teaching notes are to be submitted in Microsoft Word format. The first page should contain only the title and a brief (50-120 word) abstract. The rest of the document (the case and instructor's manual) should be written in size 11 Times New Roman font, single spaced, and not exceed 35 pages in total. The name of the author(s) and other indicators of authorship should be completely absent from the text to permit anonymous review.

Required supporting documents: A signed case release form, in PDF format, for each case submission, must be e-mailed separately to the Divisional Editor (Meredith Woodwark mwoodwark@wlu.ca). Do not include this release form in your online case submission, as it will have author information on it. Note that even if the case is written from secondary sources a case release form signed by the case writer indicating this is required. The blank case release form can be downloaded from the ASAC website.

Case Division Attendance and Preparation Requirements: At least one author of each case must attend the ASAC conference and case track. Cases without authors registered for the conference will be removed from the program. The Case Division does not consist of typical academic presentations, but rather roundtable discussions. This requires not only attendance but also a certain amount of preparation so that you can provide feedback on the work of others in your session.



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Style Guide for Cases

All cases should be written in the past tense, from a third-person perspective, and without author bias or editorializing. Present the facts as they occurred; the case author(s) can comment on these facts in the Instructor's Manual but not the case. Exhibits (figures, tables, etc.) should be grouped at the end of the case, after the references. Each exhibit should have a number and title as well as a source, and be referenced in the text of the case in the appropriate place (i.e. where the reader understanding will be aided by the exhibit). Though in-text citations in case are rare, wherever possible citations should be embedded in the text, with bibliographic information restricted to a "Reference List" at the end of the case. Follow APA guidelines for citations. The text of the case itself must be no more than 15 pages single-spaced (approx. 4500 words), and shorter cases are encouraged to ensure student reading and understanding. Case exhibits and references can be in excess of this page limit.

Directions for Instructor's Manuals:

Submission requirements for Instructor's Manual: All references to the authors must be eliminated from the Instructor's Manual to facilitate the blind review process. Length should be as required to meet content expected, with the combined length of the case and Instructor's Manual no longer than 35 pages.

Content: The Instructor's Manual should be comprehensive and include at least the following headings and elements:

1. *Case Overview.* A brief (one-page maximum) synopsis of the case.
2. *Courses and Learning Objectives.* Identification of the intended course(s) and audience, including the case's position within the course, the topics it covers, and its specific learning objectives. Authors should identify any associated readings or theoretical material that instructors might draw on to relate the case to their field or to the course (e.g. textbook sections or chapters, academic or practitioner publications).
For additional information on case writing, consult one of the many books on the topic³.
3. *Research Methods.* Explain in this section whether the case is written from publicly available information, is based on field research, or both. Specify if the case is disguised and the extent of the disguise. If the case is disguised, ensure the disguise is proportional to the actual company and situation and that the student can develop a proper answer from the disguised data.
4. *Assignment Questions and Answers.* Provide a list of the questions for students to answer, without the answers. Then list each question accompanied by a full analysis. Authors should highlight analytic points that might be noticed only by the best students, and/or points that might differentiate an excellent grade on a written assignment from a merely satisfactory one. Provide any additional discussion that can benefit the adopting instructor.



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- Specify where the information being used to develop an answer is located in the case. Develop tables and figures summarizing analytical methods or points as appropriate. The goal of this section is to make it clear to the instructor how the case, the questions, and the answers fulfill the learning objectives detailed in point 2.
5. *Teaching Plan.* Provide a suggested teaching plan, including the expected flow of discussion and key questions, possible role plays that could be conducted to meet learning objectives, use of audiovisuals or in-class handouts, and/or whiteboard plan. A breakdown of the time in the class session is required in this section.
 6. *Additional Pedagogical Materials.* This section is optional. Provide any industry notes or technical notes specially related to the case situation that have not been included in the case but would provide additional information for the instructor. Relevant articles and books for the instructor who might want additional background reading material can also be provided here.
 7. *References.* This section includes all citations that were referenced in the Instructor's Manual. Use APA guidelines to format this section.
 8. *Epilogue.* If appropriate, an epilogue or follow-up information about what actually happened after the events of the case.

All cases will be submitted using EasyChair via www.asac.ca. The submission deadline is 12:00 noon (EST) on February 17, 2020. Cases submitted after the deadline will not be accepted.

Case Evaluation Criteria:

- 1) Relevance for undergraduate or graduate business programs
 - a) Fit with business education, fit with practice, pedagogical value
 - b) Clear decision-focus and decision-maker
 - c) Based on a real business decision – is not fictional
- 2) Effectiveness of Presentation
 - a) Interesting narrative style
 - b) Clear information for decision-making
- 3) Value and Content of Instructor Manual
 - a) Synopsis of case
 - b) Clear case objectives and suggested courses
 - c) Discussion questions and suggested answers
 - d) Linkage to underlying concepts and theory
 - e) Suggested teaching pattern or flow
- 4) Presentation
 - a) Meets ASAC Case Division requirements on length and format
 - b) Writing style ready for publication
 - c) Exhibits aid decision-making



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