

Case Evaluation Checklist

We encourage case writers to use these criteria as quality assurance measures in the preparation of their case.

Case Narrative

- ▶ Name, position, company of case protagonist is clearly identified in opening paragraph
- ▶ Issue(s) or decision(s) is/are clearly defined in opening paragraph
- ▶ Action trigger is clearly stated in opening paragraph
- ▶ Company history/background is precisely tailored to case focus
- ▶ Case narrative clearly supports the issue(s)/decision(s) that is/are at the heart of the case
- ▶ Case is written entirely in past tense
- ▶ Case events presented in clear, logical chronology
- ▶ Quotes from case personalities increase reader interest in case
- ▶ All secondary information is accurately identified and correctly cited using the Harvard reference system
- ▶ All case exhibits, figures and tables are clearly, accurately labelled
- ▶ All case exhibits, figures and tables are sequentially labelled
- ▶ Tone of case is neutral, devoid of any case writer bias/personal judgment
- ▶ Case issues/decisions are significant and compelling
- ▶ Case issues/decisions demand sustained critical thinking
- ▶ As appropriate, case narrative clearly invites readers to move from techniques and concepts to theories
- ▶ Case issues/decisions lead to lively class discussions
- ▶ Case is a realistic platform for generating multiple alternatives about which reasonable managers can disagree
- ▶ Data and exhibits are complete enough/sufficient enough for students to conduct required analyses
- ▶ Overall, case provides readers with an interesting, engaging voyage of discovery
- ▶ Case length is matched with case difficulty

Teaching Note

- ▶ Teaching note begins with short, accurate case synopsis
- ▶ Teaching note includes a minimum of three, clear learning objectives
- ▶ Teaching note identifies the level of case difficulty
- ▶ Teaching note states the course(s) in which the case can be used
- ▶ Teaching note has a minimum of three meaningful case discussion questions
- ▶ Teaching note provides complete answers/responses to each case discussion question
- ▶ Teaching note includes worksheets and data analyses for all required quantitative reasoning questions
- ▶ Teaching note clearly identifies the relevant theory supporting the cases central issue(s)/decision(s)
- ▶ Where alternative opinions/approaches are possible, teaching note acknowledges and discusses these
- ▶ Teaching note has evidence that both the case narrative and case discussion questions have been class tested