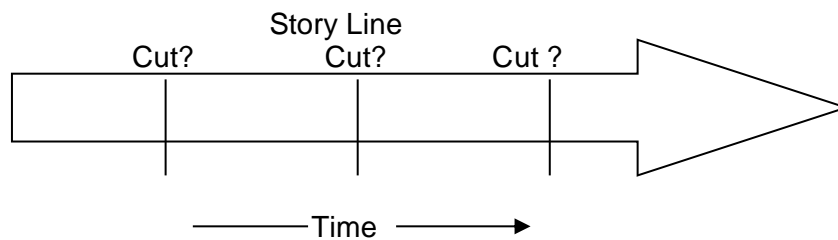


CASE WRITING WORKSHOP
EXHIBIT 1 - OPENING PARAGRAPH ASSESSMENT

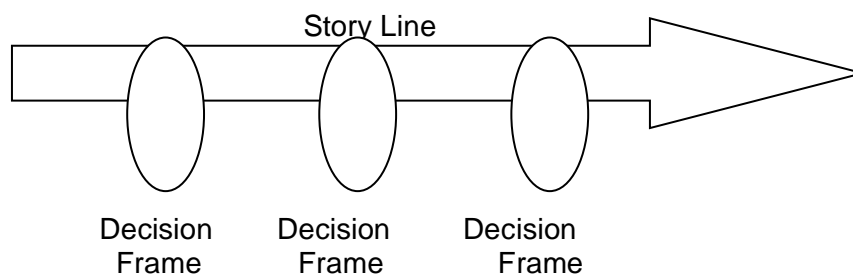
Mr. M. Chen faced a difficult decision. It was May 2012 and he had to decide what to do with his company EDI MANAGEMENT. The company had recently grown from a sole consultancy firm to a full solution provider that offered both products and consultancy services. This change however, caused confusion amongst customers who doubted the impartiality of a consultant offering its own products as part of a solution. Mr. Chen knew something had to be done, but what?

THE OPENING PARAGRAPH CHECKLIST

1. Is the decision maker identified by name and position?
2. Is the time of the case clear?
3. Is the location of the company identified?
4. Is the decision/problem clear?
5. Is the decision/problem appropriate and sufficiently interesting for use in class?
6. Is the story line cut appropriate with respect to the actual situation? Would moving it forward or backward result in a better case?



7. Is the decision frame cut appropriate? Would moving it forward or backward result in a better case?



8. What is the action trigger?
9. What is the position of the case on the case difficulty cube?

CASE WRITING WORKSHOP
EXHIBIT 1 - OPENING PARAGRAPH ASSESSMENT, (cont'd)

10. Will the case be disguised? If yes, is the disguise chosen appropriate?

	YES	NO
a) Company name		
b) Names of Personnel		
c) Date		
d) Location		
e) Financial and Numerical Data		
f) Product		
g) Industry		

11. Is the title chosen appropriate?

CASE WRITING WORKSHOP
EXHIBIT 3 - OPENING PARAGRAPH
(60-100 words maximum)

(Case Title)

1. The decision maker is _____, position _____.
2. The time of the case is _____.
3. The location of the company is _____.
4. The decision/problem is:

5. The decision/problem is appropriate and interesting because:

6. The story line cut is appropriate because:
 - a) moving it forward would -
 - b) moving it backward would -
7. The decision frame cut is appropriate because,
 - c) moving it forward would -
 - d) moving it backward would -
8. The action trigger is appropriate because:

9. The difficulty position is: _____, _____, _____.
(analytical) (conceptual) (presentation)
10. Disguise is necessary _____. not necessary _____.
If disguise is necessary, the chosen disguise is appropriate because:

11. The case title is reasonable because:
12. The teaching objectives are:
 - 1.
 - 2.
 - 3.

(Case Title)

(Author's Name)

**CASE WRITING WORKSHOP
CASE ORGANIZATION AND DATA REQUIREMENTS**

CASE ORGANIZATION TITLE/ SUBTITLES	DATA AVAILABLE	ADDITIONAL DATA REQUIRED
Background Section _____		
Specific Interest Area _____		
Specific Issue Problem _____		
Specific Exhibit Material _____		

CASE WRITING WORKSHOP
“TYPICAL” IVEY CASE CONTENT (GENERAL TEMPLATE BY PAGE)

<p>Institutional Header Case Name Author, Disclaimer, Copyright</p> <p>Lead Paragraph (6 – 15 lines)</p> <p style="text-align: right;">①</p>	<p><u>Company Background</u></p> <p style="text-align: right;">②</p>	<p>Industry and Competitive Analysis</p> <p style="text-align: right;">③</p>	<p>Detailed Discussion of Main Case Issues and Options</p> <p style="text-align: right;">④</p>
<p><u>Discuss Option 1</u></p> <p style="text-align: right;">⑤</p>	<p><u>Discuss Option 2</u></p> <p style="text-align: right;">⑥</p>	<p><u>Discuss Option 3</u></p> <p style="text-align: right;">⑦</p>	<p><u>General Discussion</u></p> <p style="text-align: right;">⑧</p>
<p><u>Other Considerations</u></p> <p style="text-align: right;">⑨</p>	<p><u>Implementation Considerations</u></p> <p>Return to Lead Paragraph</p> <p style="text-align: right;">⑩</p>	<p>Exhibit 1 Income Statement</p>	<p>Exhibit 2 Balance Sheet</p>
<p>Exhibit 3 Industry Data</p>	<p>Exhibit 4 Competitor Data</p>	<p>Exhibit 5 Other</p>	<p>Exhibit 6 Map? Photo?</p>

**CASE WRITING WORKSHOP
TEACHING NOTE TEMPLATE**

<p>(Institutional Header) Teaching Note ABCDEF Company Author / Disclaimer / Copyright</p>	<p>RELEVANT READINGS (optional section)</p>	<p>ANALYSIS 1. Question 1 (30-80 lines)</p>
<p>SYNOPSIS (10-40 lines)</p> <p>CASE OBJECTIVES (5-20 lines)</p> <p>POSITION IN COURSE (5-15 lines)</p> <p style="text-align: right;">1</p>	<p>ASSIGNMENT QUESTIONS (3-5 questions listed)</p> <p>TEACHING PLAN (5-30 lines)</p> <p style="text-align: right;">2</p>	<p style="text-align: right;">3</p>
<p>2. Question 2 (30-80 lines)</p> <p>3. Question 3 (30-80 lines)</p> <p style="text-align: right;">4</p>	<p>4. Question 4 (30-80 lines)</p> <p style="text-align: right;">5</p>	<p>WHAT HAPPENED (10-30 lines)</p> <p>MAIN LESSONS (optional section) (10-20 lines)</p> <p style="text-align: right;">6</p>

CASE WRITING WORKSHOP THE CASE TEACHING PLAN

Case Title:

Course/Program

Date:

Time Agenda

Participants

List

___ 1. Introduction

___ 2. Next/Other Classes

___ 3. Comments, Questions

___ 4. Reading Discussion

___ 5. Case Introduction

___ 6. Teaching Aids

7. Assignment Questions

___ 1 _____

___ 2 _____

___ 3 _____

___ 4 _____

___ 8. Conclusion

___ Total

Volunteer (V) /Call List

V or _____

V or _____

V or _____

V or _____

V or _____

V or _____

Preference Participant	
1.	5.
2.	6.
3.	7.
4.	8.

Board Plan

<p>Issues</p> <p>Analysis</p>	<p>Analysis</p> <p>Alternatives</p>	<p>Decision Criteria</p> <p>Action/Implementation</p> <p>Missing Info/Assumption</p>
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