

IMT CDL ALUMNI CASE STUDY WRITING COMPETITION

Guidelines For Writing Case Studies

WHAT IS CASE STUDY?

A case study is a detailed narration and analysis of a management problem or situation in any business organization. In addition to the description of a specific problem, a case study may include support material/data necessary to place the scenario in context. The case must also include an analysis of possible solutions or actions arising from the situation.

The case study puts the reader in the problem solver's shoes. The case study does not provide answers. Rather, it raises questions and allows the audience to work through the decision-making process and find his or her preferred solution.

The submitted case study should help the reader to develop the following skills:

- thinking analytically and critically
- understanding and recognizing assumptions and inferences, as opposed to concrete facts
- exercising and making judgments
- understanding and assessing interpersonal relationships
- communicating ideas and opinions
- making and defending decisions.

A case study presents a realistic problem, one that might reasonably take place within the normal work environment. The case study will include the workplace complexities, such as questions of policy or procedure, issues relating to reporting relationships or hierarchies or financial or administrative concerns.

Case studies are often based on actual situations, which may be fictionalized to protect confidentiality. In order to make the case study as realistic as possible, the author must report the facts of the case, at the time when the problem existed.

Case study should include but not limited to challenges, opportunities, or lessons learned in areas such as marketing, finance, operations, organizational behavior, etc.

Structure of Synopsis:

The case synopsis is a short version of each section of your business case. It gives a quick overview of the case, benefits and implications. **Some components of the synopsis include the overview, business need, proposed solution to the need, risks, timeline and a call to action.** These components are illustrative and may vary depending upon the specific case problem and functional area.

Case Study Structure:

The following case structure is illustrative. The authors are encouraged to follow the structure they find suitable in the context of individual case study.

Include a cover page with the title of the case study, your name, and contact information. Your name and contact information should not be reflected anywhere in the body of the case study except the cover page.

Cover Page Format

Title of Case Study	
Focus area for Case Study (Marketing, Finance.....)	
Name	
Designation	
Current Organisation and Address	
Enrolment number	
Programme	
Year of Passing	
Mobile Number	
E-mail id	

Structure of Main Case

- **Title**
- **Introduction**
- **Background Information**
- **Description/Current Situation**
- **Case Problem**
- **Discussions and Conclusion**
- **Appendix (To enclose supportive data)**

Minimum Word Count: 2000 words excluding the appendices and references

Originality: The case study must be your original work, based on personal or professional experiences, or thoroughly researched cases. Ensure there is no plagiarism.

Confidentiality: Ensure no confidential information is shared unless proper consent is obtained. All proprietary business information should be anonymized.

Language: The case should be written in clear and professional English, free from jargon, and easy to understand.

Formatting Guidelines for Submission:

- Submit your case study in MS Word format
- Page -A 4 size
- Left Spacing 1.5”, Top, bottom and right 1.0”
- Title (Times New Roman, 16 font size , Bold),
- All Headings should be bold, main headings in 14 font size and sub-heading in 12 font size
- Main text - use standard fonts (e.g., Times New Roman, 12-point) and single-line spacing.

File Naming: Save your file as "YourName_CaseStudyTitle."

Review Process: All submissions will be reviewed by a panel of experts. The case will be evaluated based on the following parameters:

- Clarity of Problem Statement
- Application of Theory/Frameworks
- Logical Structure and Flow
- Creativity in Solutions/ Critical Thinking
- Presentation and Communication

Looking forward to your participation and inspiring case studies!

To register and know more visit: <https://tinyurl.com/6vwa9xrh> or Contact Mr. Manish Sharma at 0120-4622400, email: alumni@imtcsl.ac.in