

Case Writing Guidelines

The case study must be submitted as a Word document and in accordance with the guidelines mentioned below.

Formatting

Use the Calibri font throughout the document. For text in the main body, a font size of 12 should be used. For footnotes and references, please use font size 10.

Use single-spacing throughout the document. Please leave a single blank line before and after each paragraph and one space after each full-stop. Please align the paragraphs to the left with no indentations.

Case Title

The Case Title should be in bold, font size 12, and centred on the first page. If required, an opening quotation may be used in italics with the proper citation.

Headers and Footers

Enable the option 'Different first page' for Headers and Footers under Format → Document → Layout.

First Page

On the first page, please include the footer as shown on this page with the relevant names for the case writer(s) and the faculty supervisor. Further mention can be made in the footer of page 1 about the sources e.g. "This case is based on publicly available sources" or about the veracity of the case —e.g. "This case is based largely on actual events but some characters and events have been altered for the purposes of this case study." Insert a straight line above the footer on page 1 using the Borders formatting option. Use the font Calibri set at size 10 for the footer.

Do not put a header on the first page.

Rest of Document

The subsequent pages of the Word document must include headers with the case title in italics and page number (x of y) as shown in the headers of this document from page 2 onwards. Insert a straight line under the header using the borders formatting option. Use the font Calibri set at size 10 for all the headers.

This case has been written by <Name of the case writer(s)> under the guidance of <title and name of the faculty supervisor>, Lee Kuan Yew School of Public Policy (LKY School), National University of Singapore and has been funded by the LKY School. The case does not reflect the views of the sponsoring organization nor is it intended to suggest correct or incorrect handling of the situation depicted. The case is not intended to serve as a primary source of data and is meant solely for class discussion.

Copyright © <year> by the Lee Kuan Yew School of Public Policy at the National University of Singapore. All rights reserved. This publication can only be used for teaching purposes.

Document Naming Conventions

The filename of the submitted case study should include the title of the case and the date of the document (with a space in between) as follows:

- <Case Title> DDMMYYYY [e.g. Water Conflict in Thailand 24052017]

Use the full title of the case because there may be multiple cases written about a single topic. However, if the case title is particularly lengthy, it may be abbreviated at your own discretion.

The file naming convention differs slightly for teaching note documents and abstract, as follows:

- For the teaching notes, insert “TN” i.e. <Case Title> DDMMYYYY TN. [e.g. Water Conflict in Thailand 171010 TN]
- For the abstract, insert “ABS” i.e. <Case Title> DDMMYYYY ABS. [e.g. Water Conflict in Thailand 171010 ABS]

Case Organization

In general, a case study should contain the following elements, which should be modified as necessary:

- **Introduction** – this should introduce the case to the reader and explain the central theme of the case study.
- **Background** – this should provide the context for the case study including events, decisions and actors involved in the case.
- **Problem** – this should contain information about the case situation and the problem in more detail.
- **Policy Options** – this should mention some of the policy options being considered and the related discussion.
- **Resolution** - this can vary from case to case. This can be about the actual decision that the protagonist made and how that decision was arrived at, or it can discuss the pros and cons or the decision that was made.
- **Epilogue** – This part should describe how the situation described in the case played out eventually.
- **Exhibits** – these should include necessary tables, references, graphs, timelines etc. that help to elaborate the case study or provide more detailed data for analysis. Exhibits are especially useful when they present complex (particularly numerical) data clearly, or make spatial relationships clear via organisational charts or process relationship diagrams. Readers should be able to quickly deduce what an exhibit is trying to say, and exhibits whose utility is unclear are discouraged. The exhibits should be appended at the end of the case with a references to the exhibits (e.g. Exhibit #) in the main text. The sources for each Exhibit should be properly cited and necessary copyright permissions obtained where necessary. The use of multi-media like photos and videos is encouraged.

Section headings

Cases should be organized into sections with suitable headings which are short yet able to capture the essence of the text. The headings should follow a consistent format throughout the case. The font used should be Calibri, bold, size 12 for the **main headings** and Calibri, bold italics, size 12 for the next level of **sub-headings**. The third level of *sub-sub-headings* should be in Calibri, italics (no bold), size 12.

General Case Writing Guidelines

Tense

Use the past tense as far as possible when describing events within the case since past events are being described. Exceptions to this rule are quotes and descriptions of concepts that do not change.

Tone

Keep the tone of the case neutral. Writer's opinion or conclusions should be avoided but the opinions of the persons in the case can be quoted or cited from sources. Avoid jargon since those may become dated quickly.

Citations and Copyright Permissions

All sources for quotations and non-obvious assertions/facts/figures must be cited as appropriate. Please use the guidelines as per the Chicago Manual of Style for citations, which should be in the footnotes.¹ If copyrighted material is used for the case, the appropriate permissions must be obtained. More information is provided in the next section.

Clearance

If you are using quotes from people mentioned in the case, from sources other than those publicly available such as from one-to-one interviews conducted by yourself, obtain the consent of the people concerned for use of the quotes to ensure accuracy and acceptance. It is also advisable to get comments on the case draft from the main characters in the case, especially real-life protagonists, to ensure accuracy of facts/events and also to help keep the case objective. This can be done by sending a copy of the draft case study to the people concerned. Provide the person with a reasonable timeframe for his/her response so that the case can be concluded within the required timeline.

Citation Guidelines

Use a smaller font size for footnotes (Calibri, size 10). Follow The Chicago Manual of Style, 16th Edition, for citations in footnotes. These guidelines can be found online at http://www.chicagomanualofstyle.org/tools_citationguide.html. Some of the rules are provided below:

¹ The University of Chicago, "Chicago-Style Citation Quick Guide", *The Chicago Manual of Style Online*, 2010, accessed May 25, 2017, http://www.chicagomanualofstyle.org/tools_citationguide.html

- Write the author(s)' names in their usual order of first name followed by last name (note that the first name then last name order is reversed for bibliography).
- Use quotes for "titles of articles".
- Use italics for *titles of books and newspapers*.
- Dates should be written as month (not abbreviated) day (numeral), and year in full (numeral). E.g. May 3, 2004.
- Use the abbreviation "p" for a single page reference and "pp" for a reference to a range of pages.

Referencing websites

Author's First Name Last Name, "Title of Document or File," *Title of Complete Work or Site*, Version or File number, Date of document (if available), Protocol and address (date of access).

Examples

¹ Fabio Russo, "Strengthening Indian SME Clusters: UNIDO's Experience," *UNIDO*, July 1999, www.unido.org (October 11, 2004).

² "School Meals Boost Education and Food Security for Children," *The World Bank*, News Release No. 2010/159/HDN, November 24, 2009, <http://go.worldbank.org/XW10IK4YV0> (December 1, 2009).

Additional footnotes referencing the same work

Full details must be given in the footnote at the first mention of any work cited. Subsequent citations should be shortened, whenever possible. The abbreviation *Ibid.* (from the Latin "ibidem" meaning "in the same place") refers to a single work cited in the footnote immediately preceding and may be used as follows:

Example

¹ A. B. Bosworth, *Conquest and Empire: The Reign of Alexander the Great* (Cambridge: Cambridge University Press, 1988), p241.

² *Ibid.* pp258–59.

For footnotes referencing the work cited earlier but not in the footnote immediately preceding, a short form of the citation is used which consists of the family name of the author(s) and the main title of the work cited, usually shortened if more than four words.

Example

¹ A. B. Bosworth, *Conquest and Empire: The Reign of Alexander the Great* (Cambridge: Cambridge University Press, 1988), p37.

² Fabio Russo, "Strengthening Indian SME Clusters: UNIDO's Experience," *UNIDO*, July 1999, www.unido.org (October 11, 2004).

³ Bosworth, *Conquest and Empire*, p83.