**Case Writing Technical Guidelines**

The case study must be submitted as an editable 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 11 should be used. For footnotes and references, use font size 10.

Use single-spacing throughout the document. Leave a single blank line before and after each paragraph and one space after each full-stop.

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.

*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. Avoid having more than 3 levels of section headings. Section headings should be in title capitalisation and formatting as follows:

- **Level One Main Headings** should be in Calibri, bold, size 11 and in title capitalisation.
- ***Level two sub-headings*** should be in Calibri, bold italics, size 11 and in sentence capitalisation.
- *Level three sub-sub-headings* should be in Calibri, italics (no bold), size 11 and in sentence capitalisation.

Avoid leaving section headings hanging (i.e. section heading appears in the last line of the page while the paragraphs that follow are on the next page). To prevent this in *MS Word*, select and right-click the heading and the paragraph that follows it, choose "Paragraph" from the context menu, click the "Line and Page Break" tab, and check the "Keep with Next" option in the Pagination section.

*Headers and footers*
In *MS Word*, enable the option "Different first page" for Headers and Footers under Format → Document → Layout.

*First Page*
On the first page, include the footer as shown on this page with the relevant names for the case writer(s) and the faculty supervisor(s). 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 Palatino Linotype set at size 9 for the footer 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 ("Page [x] of [y]"), and footers with "Lee Kuan Yew School of Public Policy" in italics left-aligned, as shown in the headers and footers of this document from page 2 onwards. Use the font Calibri set at size 10 for all the headers and footers.

***Captioning exhibits***
Caption charts with "Figure [number]", tables with "Table [number]" and other exhibits such as infographics and photos, with "Exhibit [number]", followed by a colon and a brief description. Numbering for charts, tables and other exhibits run independently. For example, if there are two charts and two tables, these are captioned as:

- Figure 1: GDP growth in Singapore from 2000 to 2020
- Table 1: Incentives by household income level
- Figure 2: Population growth in Singapore from 2000 to 2020
- Table 2: Environmental regulations by industry

**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. If a case study has more than two exhibits, these should be appended in an annex at the end of the case with a references to the exhibits in the main text. The source(s) 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.

**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 enduring facts (eg. "The sun rises in the east."), 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.

*Spelling*
In general, use British spelling.

*Figures and dates*
Avoid starting a sentence with a numeral by rewording it or writing the figure in words, e.g. "The year 2020 was an unforgettable one."

Spell out figures from one to ten in words, but use numerals for figures above ten. A set of numerals which includes figures smaller and greater than ten may be expressed in numerals, e.g. "The students worked in groups of 8, 11 and 14." Figures above 1,000 should have a comma to separate the thousandth place.

Percentages should be stated in numerals followed by "%".

Dates should be written in "dd mmm yyyy" format, e.g. "The project was completed on 1 April 2020."

*Punctuation*
This section covers some commonly encountered situations in case study writing and is not meant to be exhaustive. For more details, refer to The Punctuation Guide, (https://www.thepunctuationguide.com/index.html) or "The Economist Style Guide".

*Quotation marks (inverted commas)*
Use double quotation marks, and single quotation marks for quote within a quote. Also use double quotation marks for proper nouns such as names and titles. Note that this differs from the usual British punctuation.

> Example: "Economic systems", according to Professor White, "are an inevitable byproduct of civilization, and are, as John Doe said, 'with us whether we want them or not'".

*Commas in lists*
Insert a comma after the penultimate item in a listing (known as an Oxford comma or serial comma).

> Example: For your entree, you may choose vegetarian pasta, beef, chicken, or salmon.

*Full stops (periods)*
Full stops come after quotation marks, unless the full stop forms part of the quotation.

>    Example: She enjoyed reading the article, "Looking for the 'New Man'".
>    Example: Oscar Wilde wrote, "Be yourself; everyone else is already taken."

*Dashes and hyphens*
The em dash (—) can be used in place of commas, parentheses, or colons, but it should be used sparingly. There should be no spacing between the dash and adjacent text.

>    Example: She enjoyed reading the article—it was littered with errors—for its unintended humour.

>    Example: After deliberating for five hours, the jury reached a verdict—not guilty.

The shorter en dash (–) can be used to denote a range of numbers, dates, time etc. There should be no spacing between the dash and adjacent text.

>    Example: He was paid $10–15 per hour.

Use a hyphen (-) for compound words or to join up two words.

>    Example: To her, the experience was an eye-opener.

>    Example: He travelled along the north-south highway.

*Block quotes*
In general, quotations containing more than three lines of text should be formatted as a block quote by inserting it on a new line with indentation and in *italics* without quotation marks. The source of the quote may be indicated directly below the block quote (preceded with an em dash) or in a footnote inserted at the end of the block quote (but not both).

>    Example:
>    *Let me start with how we are giving our young the best possible start in life. So that anyone who works hard will have a chance to succeed, regardless of starting point or family background. Because this is what meritocracy in Singapore is about.*
>    —Prime Minister Lee Hsien Loong at the National Day Rally in 2019.

**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 (including images) 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 to help keep the case objective. This can be done by sending a copy of the draft case study to the people

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[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

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. A bibliography is generally not required in the case study. These guidelines can be found online at https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html.

Some of the rules are provided below:

- 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).

- Dates should be written as month (not abbreviated), day (numeral), and year in full (numeral). E.g. May 3, 2004.

- Use quotes for "titles of articles". Use italics for *titles of books and newspapers*. For names of local news media, use "*Today*" (not "TODAYonline" or "TODAY") and "*CNA*" (not "Channel NewsAsia"), and these should be italicised in citations.

- Be consistent in referring the same source if it appears more than once. For example, use "Urban Redevelopment Authority" or "URA" consistently in the citations.

- If the footnote numbering appears at the end of a sentence, it should appear after the full-stop.

- Place the comma after the quotation marks of an article title. Note that this differs from the standard Chicago footnote style which places the comma before the quotation marks.

    Example:
    [1] Susan Satterfield, "Livy and the Pax Deum", Classical Philology 111, no. 2 (April 2016): 170.
    [1] Rebecca Mead, "The Prophet of Dystopia", New Yorker, April 17, 2017, 43.

### *Referencing government documents*
Government documents, such as Singapore Parliamentary Debates (Hansard) may be cited with name of official report, "title", volume number, and sitting date.

    Example:
    [1] Parliament of Singapore, "Measures to Enhance Road Safety Apart from Licensing Cyclists", Singapore Parliamentary Reports, Vol. 95, May 11, 2021.

### *Referencing speeches, lectures, presentations, and the like*
In general, follow the citation format for the source document and state within brackets the medium (eg. speech, lecture, presentation etc.), location and date of the speech, followed by its source.

    Example (speech transcript from a website):
    [1] Lee Hsien Loong, "National Day Rally 2015" (speech, Institute of Technical Education College Central, Singapore, August 23, 2015), Prime Minister's Office, https://www.pmo.gov.sg/Newsroom/national-day-rally-2015

### *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. 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), 241.
[2] Ibid. 258–59.

For footnotes referencing a 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), 37.
[2] Fabio Russo, "Strengthening Indian SME Clusters: UNIDO's Experience," UNIDO, July 1999, www.unido.org (October 11, 2004).
[3] Bosworth, Conquest and Empire, 83.