

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 organised 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 headline capitalisation and formatting as follows:

- **Level One Main Headings** should be in Calibri, bold, size 11 and in headline capitalisation.
- **Level Two Sub-Headings** should be in Calibri, bold italics, size 11 and in headline capitalisation.
- **Level Three Sub-Sub-Headings** should be in Calibri, italics (no bold), size 11 and in headline capitalisation.

Avoid leaving section headings hanging (ie 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 eg “This case is based on publicly available sources” or about the veracity of the case, eg “This case study is based largely on actual events, but some events and names have been altered.” 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.

This case has been written by <name of case writer(s)> under the guidance of <name of faculty supervisor>, Lee Kuan Yew School of Public Policy (LKYSPP), National University of Singapore and has been funded by the LKYSPP. The case does not reflect the views of the sponsoring organisation 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.

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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.

Tables and Figures

A table is an item that arranges data in rows and columns. All other items, such as graphs, charts and photos, are generally referred to as figures. Tables and figures should help to elaborate the case study or provide more detailed data for analysis. Figures 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 a figure is trying to say, and figures and tables whose utility is unclear are discouraged. The source(s) for each figure and table should be properly cited and necessary copyright permissions obtained where necessary.

Tables and figures that are important for appreciating the text should appear after the paragraph where they are mentioned or at the top of the following page if there is insufficient space. Large tables and figures that are not critical for understanding the case study can be included in the Annexes.

Caption figures with “Figure [number]” and tables with “Table [number]”, followed by a colon and a brief description. Numbering for figures and tables 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 [eg 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” ie <Case Title> DDMMYYYY TN. [eg Water Conflict in Thailand 171010 TN]
- For the abstract, insert “ABS” ie <Case Title> DDMMYYYY ABS. [eg Water Conflict in Thailand 171010 ABS]

Case Organisation

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.
- **Annexes** – these can include figures and tables that are not in the main text. Readers' understanding of the case study should not be compromised if they do not read the Annexes.

General Case Writing Guidelines

In general, the style in the main text of the case study should follow the Oxford Style Guide which can be found online at the link appended below, with the exceptions specified below eg quotation marks.

<https://www.ox.ac.uk/sites/files/oxford/University%20of%20Oxford%20Style%20Guide%20%28updated%20Hilary%20term%202016%29.pdf>.

Tense

Use the past tense when describing events within the case that have already occurred. Use the present tense for enduring facts (eg "The sun rises in the east."), quotes and descriptions of concepts that do not change, facts that are still valid, and events that are ongoing at the time of writing.

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.

Abbreviations and Acronyms

Avoid use of abbreviations and acronyms, except those that are widely recognised internationally eg US, UK, UN, DNA, CO₂, NGOs, or those that appear frequently (three times or more, including first mention) in the case. Append the abbreviation/acronym in parentheses after its first mention in the case and use the abbreviation/acronym for subsequent mentions.

Figures and Dates

Avoid starting a sentence with a numeral by rewording it or writing the figure in words, eg "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, eg "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, eg "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>).

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 and the Oxford Style.

Example: “Economic systems”, according to Professor White, “are an inevitable byproduct of civilisation, and are, as John Doe said, ‘with us whether we want them or not’”.

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 n-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. 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 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* 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), eg 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.
- Footnote numbering should appear after the comma in the middle of a sentence or after the full-stop at the end of a sentence.
- Do not insert footnotes in headings and sub-headings.

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 or presentation), 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. For footnotes referencing a work cited earlier, 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. Do not use the abbreviation Ibid.

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.