



## **Babson Case Publishing Center Author Guidelines** Standards, Requirements and Eligibility for Case Publishing

Thank you for your interest in case publishing through the Babson College Case Publishing Center. To prepare your manuscript for publication, please review the following standards and procedures checklist. Please note that we can only assign cases for editing once they conform to these guidelines; non-conforming cases will be returned with a request to revise and resubmit.

### **Case Writing**

The author(s) has reviewed the case and its teaching note and believes that the case meets at least minimum professional and academic standards and is ready for publication. In determining the case's suitability for publication, the author(s) should:

- proofread for grammar, punctuation, clarity, accuracy, etc.;
- read the case through the lens of a student; and
- read through the lens of a teacher.

The case adheres to standards in *Style Guide for HBS Casewriters and Editors*, July 2007 edition. In addition, the case follows these conventions:

- Cases should be written in past tense, except for quotes from interviews or other sources. (Teaching notes may be written in whichever tense the author chooses).
- The level of stylistic sophistication of the writing should be appropriate for publication in the *Wall Street Journal*. There should be no colloquialisms or slang.
- The author should exclude his/her personal opinions from the case. Naturally, the opinion of a subject who is interviewed for the case may be included. (The author may voice opinions in the Teaching Note – for example, best use of the case in class).
- The author should use passive tense sparingly or not at all.
- Cases should not be formatted – no header or logo, no right margin justifications, etc.
- In general, cases should leave open-ended, unresolved questions and issues in order to promote discussion.
- **Cases should include no more than 15 pages of text (exclusive of exhibits); 5 to 10 pages in length is ideal.** Normally, Teaching Notes will be longer as they should include detail and explanation on different ways to use the case.

### **Legal Permissions**

All authors who participated in writing the case have signed the Author Agreement.

**It is the author's responsibility to obtain all necessary legal permissions<sup>1</sup>.** This includes:

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<sup>1</sup> Referenced forms are available at the Case Publishing Center section of the faculty portal or through the Center for Engaged Learning and Teaching.



## **Babson Case Publishing Center Author Guidelines** Standards, Requirements and Eligibility for Case Publishing

- written legal clearances from companies and people whose material was provided to the author and from individuals who were interviewed in the preparation of the case. (See form titled “Release for Publication”); and

- written legal permissions granted for data and graphics taken from the web or other sources (photos, financial charts, drawings, graphs, etc.) which are used in the case. (See forms titled “Release Form for Case Authors Using Copyrighted Photographs and Graphics” and “Release Form for Case Authors Taking Photographs of People or Models”).

If the case involves research with human subjects, the Institutional Review Board (IRB) has been notified and the authors have complied with IRB regulations. Please contact IRB Chair Michael Levy for further information.

### **Case Development and Teaching Note**

The case has been taught at least once in the classroom.

A Teaching Note, in either written or electronic format (such as video), is submitted along with the case. (Cases without Teaching Notes will be returned for revision and resubmission). Minimally, Teaching Notes should include: a summary of the case; teaching objectives; teaching approach or lesson plan; and a full analysis of the case.

### **Other**

Only Babson faculty (full or part-time) may submit a case for publication. The case can be co-authored with a Babson student, alumni, case writer or anyone else, but at least one author must be a Babson faculty member. The Babson faculty member serves as point-person for all correspondence with the Case Publishing Center, submission of manuscripts, discussion of edits, signing author agreements and the like.

If applicable, the author has complied with the conditions of funding required by the funding source (Teaching Innovation Fund; Lewis Institute, etc.).

If you have questions regarding the case writing or editing, please contact Cheryl Kirschner at 781-239-4279.

If you have questions about related administrative matters, please contact Kathy Esper, Manager, Center for Engaged Learning and Teaching at 781-239-4502.