**Guide to reviewing the case proposal**

Thank you for providing the important service as part of the ABCC Academic Panel by reviewing a case proposal.

**Why A Case Proposal?**

1. Before the writer goes out to develop the case, they have to submit a case proposal to ABCC. The propose is to ensure that the writer has given thought to the key topic(s) to write on, potential company/companies whereby to gather the needed materials, and ultimately that the writers are aware of the teaching objectives of the case.
2. The role of the case proposal reviewer is developmental rather than evaluative. The goal is to give the proposal a second look to increase confidence that case writer has sufficiently thought through the things mentioned in point 1 above. And even if the case writer has done so, the reviewer can provide other developmental feedback to increase the chances that the writer can deliver a high quality end product.

**What to Do Next?**

1. Read through the case proposal.
2. Complete the section “Reviewed by ABCC Academic Panel. As you complete the section:
   1. Please make developmental feedback as noted in point 2 above. It can be as short as a paragraph or several paragraphs;
   2. Unless there are serious limitations and the case should not be written as proposed, the recommendation is usually to approve it. However, do note that this recommendation is advisory as the Director or Deputy Director of ABCC makes the call.

Thank you again.

Best regards,

The ABCC team

CASE STUDY PROPOSAL FORM

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| We strongly encourage the development of teaching cases that:   * manifest strong Asian flavor and appeal * is interesting (i.e., current, contemporary, new, or innovative) * capture challenging and complex issues in sufficient details * has potential for rich practice-based insights |
|  |
| Proposed Title: **Click here to enter text.** |
|  |
| THE COMPANY(Why would readers find this company interesting?) |
| KEY ISSUES & CHALLENGES (What are the interesting issues here?) |
| TEACHING OBJECTIVES (What potential insights or lessons can be drawn?) |

Time needed to complete the case and teaching note: Click here to enter text. months

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| **AUTHOR(S) SIGNATURE** | |
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| I acknowledge that the copyright of this case study, including the rights to publish and distribute the case and accompanying teaching note, is held by the Nanyang Technological University. | |
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| Name of 1st author: | Date: |
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| Name of 2nd author: | Date: |
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| Name of 4th author: | Date: |
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**NTU's Institutional Review Board (NTU-IRB)**

All **research** conducted by NTU staff and students involving the use of  [**human subjects**](https://www.ntu.edu.sg/research/research-integrity-office/institutional-review-board/guidelines/what-is-a-human-subject) (or human participants) must be reviewed and approved by the NTU's Institutional Review Board (NTU-IRB) before they are conducted. For more information, please visit the [IRB website](https://www.ntu.edu.sg/research/research-integrity-office/institutional-review-board/guidelines/do-i-need-irb-approval) or contact [NTU-IRB](mailto:irb@ntu.edu.sg) if you require any clarifications.

Please tick accordingly:

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| Obtained IRB’s approval (please attach a copy of the approval) |
| Not applicable |

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|  | **REVIEWED BY ABCC ACADEMIC PANEL** | | | | | |
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|  | Approved | | Not approved | | | |
|  |  | | | | | |
|  | Comments: | | | | | |
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|  | Name and Signature | | |  | Date |  |