**附件：**

# International Case Research Association Ivey Case Proposal

# （建议英文填写）

# Basic Case Information:

# Working title of the case:

1. Industry:
2. Functional area(s) covered in the case: (e.g., marketing, human resources, accounting, information systems, ethics, governance, etc.)
3. Name, position/title of the key decision maker:
4. Source of the case data (please check all that apply):

Library research

News reports

Interview

Personal experience

# Case will be designed for use at the (please check all that apply):

Undergraduate Level

Graduate Level

Executive Level

# Is there organizational support from the company for the case? Yes No

1. Case issues/Decision Dilemma
2. Estimated Funding

**Case Summary (maximum one page). The following guidelines are offered as suggestions for preparing the case summary:**

1. Prepare a draft of the first one or two paragraphs that set the scene for the case. Introduce the main character(s)/ decision maker in the case, the organization, the time frame (e.g., Wednesday morning in September 2013) and set the scene for what the case will focus on.
2. Provide a brief summary of the rest of the case: include an overview of the industry, give some background on the company, describe the data that needs to be made available in the case for students to do a meaningful analysis, provide a list of exhibits you think will be provided in the case.

**Teaching Note Proposal**

# Case Learning Objectives:

* 1. Proposed discussion questions (3-5 questions):
  2. Relevant Reading (3-5 journal articles)
  3. What Happened