

# Case Production Checklist

## First Page

Item	Verified
1. Identifies the decision-maker (protagonist)	
2. Presents one or more decisions that need to be made	
3. Provides an overview of the context (e.g., organization, location, technology) in which the decision is being made.	
4. (Optional) Provides possible options that might be pursued to decide between	
5. Fits on a single page using a case template (JITE:DC or MCR), with heading and copyright footnote intact	
6. Past tense is used throughout the first page	

## Case Body Content

Item	Verified
1. Geographic context is described at a level sufficient for potential readers not already familiar with the region	
2. Technological context, if applicable, is described at a level sufficient for potential readers not already familiar with the technology	
3. Social, cultural and regulatory context, if applicable, is described at a level sufficient for potential readers not already familiar with the culture and government	
4. Organization and its background is described	
5. Unit or team within the organization tasked with making the decision is described	
6. Decision context is described from the perspective of the decision-maker	
7. Possible alternatives are considered and reflected upon by the decision-maker	
8. Level of urgency in making the decision is identified	
9. Form of the decision (e.g., action, recommendation, section of a report) is clear	
10. Past tense is used throughout the body of the case	
11. Ideally, body length should be 9-12 pages for consistency. Major variations to this have been avoided.	

## Exhibits and References

Item	Verified
1. Source of all exhibits is identified at the bottom of each exhibit	
2. Permission has been granted for any exhibit that contains information that has been copyrighted	
3. Exhibit graphics are readable in MS-Word	
4. Where exhibits were originally drawings, they have been converted to bitmapped images	
5. All exhibits are referenced, by number, in the body of the case	
6. All exhibits referenced in the body of the case appear at the end of the case, in the order in which they were referenced	
7. References within the case are listed in APA format in a section labeled References	
8. All items in the reference list are specifically referenced in the body of the case or in the exhibits	
9. All references made in the body of the case or in the exhibits appear in the reference list	

## Formatting

Item	Verified
1. All styles from the case template have been preserved and have not been modified	
2. All text within the body of the case, except headings, is <b>Normal</b> style. No changes to font family, justification or font size have been made	
3. The title of the case is formatted in <b>Heading 1</b> , as per the template	
4. Main headings within the body of the case are formatted as <b>Heading 2</b>	
5. Sub headings within the body of the case are formatted as <b>Heading 3</b>	
6. Sub-sub headings within the body of the case are formatted as <b>Heading 4</b>	
7. Exhibit headings within the case are formatted with the <b>Exhibit</b> style; exhibit contents are not constrained to particular styles	
8. Header and footers within the case have not been modified	

## Finalizing

Item	Verified
1. Head shot photo and short author biography (or biographies) are included, using the format from the case template.	
2. (Optional) Acknowledgement section identifying sources of financial support or other types of assistance is included before the exhibits	

Note:

- Up-to-date templates can be acquired in the Author section of the Muma Case Review website (<http://mumacasereview.org>)
- When pasting external text content into a case template, it is usually better to paste the text in using *Paste Special/Unformatted Text* (or *Unformatted Unicode Text*). This prevents possible changes being made to existing template styles.