Case Development Centre Guidelines

February 2011

This document provides information about the procedures of writing teaching cases and white papers with the Case Development Centre (CDC).

The CDC is part of the Rotterdam School of Management, Erasmus University Rotterdam. As such, the CDC complies with Rotterdam School of Management’s rules and policies.

**CDC:** A research centre based at RSM. Its main objective is to publish quality teaching cases and notes, and white papers.

**CDC Director:** An RSM faculty who is responsible to oversee various aspects relating to the CDC.

**Case Supervisor:** An RSM faculty whose name appears on the proposal as the person responsible for developing the teaching case and notes, and the white paper.

**Case Writer:** An employee of the RSM whose main duty is to write quality teaching cases and notes, and white papers for the CDC.

**Services**

The CDC’s services include:

- Writing teaching cases and notes for management education and training;
- Writing white papers for business;
- Helping academic researchers and students develop and write their own cases;
- Publishing quality cases through optimal outlets;
- Giving case writing workshops.

**Values**

The CDC believes in mutually beneficial partnership. Working with the CDC, you will:

- Have your leadership and expertise publicly acknowledged;
- Enhance your reputation in the academic and business communities;
- Develop your own case writing skills;
- Have the case or white paper available for your own promotion and internal training;
- Enlarge public awareness of your service or product.
Writing and Publishing a Teaching Case

The process of writing a teaching case or a white paper consists of the following stages: proposal submission, case writing planning, case writing, quality assurance, and case publication.

1. The case supervisor will submit a proposal or case idea to the CDC.
2. The CDC will access the proposal and inform the case supervisor of the possibility for cooperation.
3. The case supervisor will confirm his or her intention to work with the CDC on the teaching case.
4. The CDC will prepare an agreement—including timeline, financing, and each party’s responsibilities—for the writing project. The case supervisor and the CDC director should both sign the agreement if no objection is raised.
5. The case writer will prepare a case outline.
6. The case supervisor will provide sufficient material (e.g. company and industry background, interview transcript) according to the case outline prior to commencing work on the case.
7. The writing of the case will commence according to the time slot allocated to this project and following the delivery of the case material described above.
8. The case writer will work with the case supervisor to develop the teaching case and note. The case supervisor will review the written products and give suggestions for improvement.
9. The case writer will revise the teaching case and note to address the comments made by the case supervisor.
10. The writing project completes. Where possible, the teaching case will be taught in class.
11. The CDC will publish the teaching case and note with case clearing houses like ecch or Ivey. RSM reserves the copyright.

Contact

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