

This is the Title of Your Paper – It Should be in Times New Roman (TNR) Bold – 16 Font –Left Aligned

Name of Author 1 – this should be TNR - 14 font –left aligned
Affiliation

Name of Author 2 (etc.)

Affiliation – if 2 or more authors are of the same affiliation – list the authors and then list only the pertinent affiliation – after all authors and affiliations are listed, skip a line and insert a line (as follows).

You should begin the abstract section by skipping a line below the above drawn line. The Abstract should be in TNR 12 and italicized. Both the abstract and the body of the paper should be justified and single spaced. The Abstract should give brief description of the case and contain enough information to give the reader the basic premise of the situation. Abstracts should be no longer than a good paragraph or two. The abstract should not give the students any indication of potential recommendations or solutions. After completing the abstract, skip a line and insert a line.

INTRODUCTION 12 TNR BOLD

After skipping a line begin with your heading, what ever you want to call it (we used introduction here just because). Headings should be **BOLD** all **IN ALL CAPS**. Don't skip a line after headings. Always justify the body of the paper. Do not indent new paragraphs.

To begin a new paragraph, simply skip a line and continue with your writing. Within the body of the paper, fonts should be Times New Roman 12. You may bold and underline within the body of the paper but please use discretion here.

Now we will discuss page set up. I apologize for not doing it earlier but it just did not fit. OK – Margins –

Top 1.4

Left 1.5

Right 1.5

Bottom 1.5

These are not arbitrary numbers. Through trial and error, these are the numbers that allow for easy printing and publication.

TABLES AND EXHIBITS

Any tables and exhibits included in your case or an appendices must be in **MS WORD**. Please do not send tables or exhibits in Excel or other inserted programs. Also, please **do not use any color** in charts. For example, please see Table 1 and Exhibit 1 below. The use of tables and exhibits is highly encouraged because of their value to students using the case. If they tables are short they may be included in the case. If they are large, it may be better to include them in an appendix. If exhibits do not add to value of the case, please do not include them.

TABLE 1
CHANGE IN MARKET VALUE

	12/31/00	12/31/01
Sum of Cash Flows	\$ 7,750,000	\$ 5,350,000
Market Value	\$ 9,000,000	\$ 7,500,000

EXHIBIT 1

Business, Inc.

Projected Balance Sheet 12/31/02 (000)

<u>Assets</u>		<u>Liabilities</u>	
Current Assets	\$ 22,000	Current Liabilities	\$ 15,000
Long Term Investments	5,000	Long Term Debt	<u>36,000</u>
Property & Equipment	40,000	Total Liabilities	\$ 51,000
Intangibles	<u>8,000</u>		
		<u>Equity</u>	
Total Assets	<u>\$ 75,000</u>	Stockholders' Equity	<u>24,000</u>
		Total Liabilities & Equity	<u>\$ 75,000</u>

REFERENCES AND ADDITIONAL READINGS

Any referenced literature used in the case (and these are highly recommended) should be cited using APA format.