



ECSB Case Writing Competition

Call for Entrepreneurship Teaching Cases

Deadline for submission 31st January 2017

ECSB are inviting submissions of original teaching cases that advance the field of entrepreneurship and small business. Cases must not have been previously published or submitted for review to a conference, book or journal.

1st prize – ECSB membership for one year, ECSB Best Case Award Certificate, opportunity to publish in Book of Selected Cases.

2nd prize - ECSB Best Case Nominee Certificate, opportunity to publish in Book of Selected Cases.

3rd prize - ECSB Best Case Nominee Certificate, opportunity to publish in Book of Selected Cases.

Case study material will be disseminated through ECSB website to ECSB members.

A selection of the best cases will be published in an edited book of entrepreneurship case studies. Cases selected for the book will need to include a teaching note.

Case Topics

Potential case topics include, but are not limited to:

- Opportunity Recognition
- Writing a Business Plan
- Business Model
- Building an Entrepreneurial Team
- Funding the Business
- Growing the Business
- Human Resource Management
- Marketing in Small Businesses and Entrepreneurial Ventures
- Developing Your Management Team
- International Entrepreneurship
- Environment
- Exit Strategy
- Ethics
- Motivation
- Financial Management
- Corporate Entrepreneurship



- The Launch and Development of Social Enterprises
- Technology Entrepreneurship
- Rural Entrepreneurship
- Gender
- Mundane Entrepreneurship

A case can address issues within a firm, regardless of its size or industry if the core issue is entrepreneurial in nature. Cases can concern specific function within the firm or the operations overall. Cases may consider both the central business issue and the context.

Participation in the call requires a submission of case study to info@ecsb.org indicating in the subject line "Entrepreneurship Case Studies".

Submission Details

Teaching cases should adhere to the following guidelines:

- Format: All files should be submitted as Word documents.
- Case Study Length: Case studies should be between 1000 and 12,000 words, excluding appendices, references and supplementary materials.
- Case Study Title: A title of not more than eight words should be provided.
- Case Study Title Page: A Case Study Title Page should be submitted with each individual submission. This should include: Case Study Title; Author Details (see below).

Author Details: Details should be supplied on the Case Study Title Page including:

- Full names of each author.
- Affiliations of each author,
- E-mail address of the corresponding author.
- Brief professional biography of each author (max 50 words).

Structured Abstract: Authors must write a structured abstract on the Case Study Title Page, structured under the sub-headings below.

- Subject area of the teaching case.
- Student level (e.g., undergraduate/postgraduate) and proposed courses the teaching case can be used on.
- Expected learning outcomes.
- List of supplementary materials (including digital content)
- Keywords.

Structured abstracts must not exceed 250 words in length (including keywords)

Keyword: Please provide between two and twelve keywords on the Case Study



Headings: Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics.

All Figures (charts, diagrams, line drawings, web pages/screenshots, and photographic images) should be submitted in an electronic format. All Figures should be of high quality, legible and numbered consecutively with Arabic numerals (1,2,3, etc.).

Tables should be typed and included in a separate file to the main teaching case. The position of each table (as for figures above) should be clearly labelled in the body text of the teaching case, with corresponding labels being clearly shown in the separate file.

References: References to other publications must be in **Harvard** style and carefully checked for completeness, accuracy and consistency.

Consent to publish release form will need to be completed and signed by the case company prior to dissemination and publication.

Selection Criteria for ECSB Cases

Case material will be assessed as follows:

1. Interest and relevance of the topic for entrepreneurship
2. Quality of the document
 - a) Quality of writing
 - b) Structure of the document
 - c) Clarity and conciseness
 - d) Quality and consistency of supporting data
3. Quality “as a case”
 - a) There is a concrete and non-theoretical issue (or set of issues) to be discussed
 - b) There is a decision (or decisions) to be made
 - c) There is a protagonist who faces the issue and has to make a decision or take some course of action
 - d) The discussion can be supported with data and info from the case
 - e) The problems, issues and decisions are controversial and not trivial
 - f) There are clear teaching objectives, and these can be achieved with the case
4. Overall assessment: the case is a quality document and would generate a good “case method” discussion

See [*What Makes A Good Case*](#) for further guidance