



## Guidelines for Writing the Teaching Note

Cases should follow the same general formatting guidelines set for articles, but if it's a teaching case it should include a *Teaching Note* with includes the following sections.

- *Overview*  
Provide a clear and concise one to two paragraph description of the case. It could come directly from your Executive Summary and abstract but should be tailored to potential case study users.
- *Statement of Relevance*  
Illustrate the relevance of the case to food and agribusiness clients.
- *Target Market Statement*  
A concise description of the key points and the preferred target market for the case, including:
  - ✓ *Teaching Objectives:* List specific teaching objectives for the case. Use this section to specify exactly what students should know after finishing the case analysis and in-class discussion. This makes it easier for an instructor to teach the case and helps prioritize class time. In the teaching note list these teaching objectives as bullet points. Typically, a case will have 2-5 teaching objectives. If this case was utilized as a component of another course, add a sentence to describe the course in which the case was used.
  - ✓ *Target Audience* The intended audience (senior undergraduate course; graduate course; executive education; adult education / extension);
  - ✓ *References:* A list of references and support material that could be used by the instructor and the students to gain maximum benefit from the case.
- *Teaching Case Analysis*  
The detailed illustration of the key concepts presented in the case, and of the suggested strategies for their presentation, including the suggested sequence of key questions, and the possible use of audiovisual / other material. This section provides the roadmap on how to lead a case discussion. Consider organizing this segment into sections which logically tie it to the learning objectives. Consider the follow up questions students may ask and provide explanations for the anticipated questions.
- *Activity Statement*  
Create a list of questions and assignments that could be presented in the case, with an outline of the key answer points. This list should also indicate the relative importance of each observation / solution point. This section is intended to assist instructors presenting the case and the assessment of contributions by students.

- *Research Statement*  
When appropriate, a description of the research process followed to gather the material presented in the case, with a clear indication of what is actual research result and what has been simulated / disguised by the author.
- *Follow-up Statement*  
When appropriate, a follow-up to the case, illustrating -as appropriate- further development in the case story, decisions made, their consequences, and suggestions on how all this could be used to maximize case effectiveness.

## **Criteria Used to Evaluate Teaching Notes for Publication in the IFAMR**

The case and teaching note/package undergoing peer review are sent by the Managing Editor to two anonymous reviewers, who are asked to address these questions:

- Is this case relevant to food and agribusiness clients? Is the context still relevant? Will the case stimulate student interest?
- Is the difficulty of the case appropriate for its target market? Does the case provide sufficient information, given its teaching objectives?
- Is the case clear, well written and presented in a manner that is accessible to students, management and academics?

### **Is the teaching note complete?**

- ✓ Is the target market well defined and appropriate, reasonable?
- ✓ Is the teaching strategy sound and complete? Has the case been “classroom” tested, is it likely to work?
- ✓ Is the list of questions and assignments well rounded, sound, likely to work?
- ✓ As appropriate, given the case content: is the research process appropriate and complete; is the simulation complete, sound and realistic; is the description complete and does it provide sufficient details?
- ✓ Is the follow-up relevant and consistent with the case, is it interesting to the case user, addressing the key points of the case (or explaining why they were not addressed)?

Written comments and an assessment are provided for each of these dimensions. The assessment is expressed using the following scale:

1. Unacceptable, not relevant for the *IFAMR* audience.
2. Borderline, has major problems requiring attention.
3. Good, requires some attention.
4. Excellent, only minor details require attention.

The reviewer then makes one final comprehensive recommendation to the Managing Editor:

- a. Reject.
- b. Resubmit for full review after major revision
- c. Resubmit after minor revision; editor to re-assess it.
- d. Accept, only minor details require attention.