Case Proposal Form

Case title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Author name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *Please add an \*asterisk next to corresponding author if co-authored*  
Author email(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Author address(es):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Regional Editor: ­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*Please add name if a Regional Editor has approached you to write this proposal*  
  
**Level (select one)**  
 Introductory  *Foundation & 1st year undergraduates (typically 1,000-2,000 words)*  
 Intermediate  *Upper level undergraduates (typically 3,000-4,000 words)*  
 Advanced  *Postgraduate (typically 5,000-7,000 words)*

**Approach (select one)**  
 Public Case  *Based on publically available information and real companies*  
 Field Case  *Includes “insider” field research with a company / individual*  
 Scenario Case  *A fictional but realistic scenario and company*

**Anticipated word count** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
*between 1,000 and 7,000 and round to the nearest 500 words*

**Number of images** *(if any)* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Do you have access to original photography and/or copyright-free images for the case? Y / N

**Writing time required** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
*between 1 and 3 months is advised depending on the length of the case*

**Primary Subjects***Please tick all relevant subjects. You may pick up to three.*

Branding   
Buying   
Consumer Markets & Behavior   
Design / Product Development   
Entrepreneurship   
Law / Ethics   
Management   
Manufacturing   
Marketing   
Merchandising   
Retailing   
Supply Chain   
Textiles   
Other *please specify*  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A quality [fashion business case study](https://www.bloomsburyfashioncentral.com/products/whats-in-bloomsbury-fashion-business-cases) is an effective learning tool that presents a business problem, challenge, or issue that is relevant to the contemporary fashion industry in an unbiased manner. Students are expected to analyze the business problem or issue, articulate and evaluate multiple solutions, and provide a recommendation to the company as to how the problem or issue should be addressed. A quality case study provides background information to give context to the business problem and promotes discussion through a range of thought-provoking business questions.

**Please outline your proposed case study by filling in the following five sections:**

**Brief Description (150 words)**

*A concise summary of your business case, outlining the scope and content.*

* *Include any relevant details about the setting e.g. year, location, market.*
* *Note: Cases should not simply contain a narrative or story; each should include a business problem which concludes with one or multiple decision-making points.*

**Learning Objectives**

*A business case is a pedagogical resource and should have clear learning outcomes.*

* *Write 3 to 5 short learning objectives that students will be able to take away from the case.*
* *Use active verbs (describe, evaluate, analyze, propose).*

**Company Overview (100 words)**

*A concise overview of the company featured in the case.*

* *Describe the company’s characteristics (even if you are writing a scenario case).*
* *Identify the circumstances contributing to the business’s problem or issue.*

**Business Problem (100 words)**

*Business problems should be introduced in a non-biased manner, promote discussion, and allow proposals for various solutions.*

* *Provide a clear, informative description of the business problem, challenge, opportunity or issue that will be explored. This should include key concepts and/or theories, and the decision-making point(s) to which students are expected to respond.*

**Business Questions (50 words)**

* *Identify one major question the business problem addresses that students will be required to solve.*
* *Include examples of some other key questions that the case study will raise.*

How to Submit

Authors should **submit a brief CV** with their completed proposal via email to Florence Bridgman ([Florence.Bridgman@bloomsbury.com](mailto:Florence.Bridgman@bloomsbury.com))

For further resources and guidance, **including an example of a completed proposal form,** please visit our [Writing For Us](https://www.bloomsburyfashioncentral.com/products/whats-in-bloomsbury-fashion-business-cases/case-study-toolkit/writing-business-cases) page.