

**INSTRUCTIONS FOR PREPARING THE INSTRUCTOR'S MANUAL (IM)
NORTH AMERICAN CASE RESEARCH ASSOCIATION (NACRA)**

Each case must be accompanied by an “instructor’s manual” (also called “teaching note”). It should begin with the case title and the words “Instructor’s Manual.” If possible, the IM should be attached to the end of the same electronic file as the case, with a new set of page numbers (IM-1, etc.)

The instructor's manual should include material using the following headings.

- Case synopsis (abstract of the case)
- Courses and levels for which the case is intended
- Teaching objectives (list 2-5)
- Theory application. Include linkages to relevant theory in the field, which should be elaborated in the discussion question section.
- Research methods
 1. Data sources (e.g, field interviews, observations, personal experience, secondary publications, government data.) Note that NACRA does not accept fictional cases or composite cases synthesized from the author’s experience.
 2. Extent of any disguise
 3. Relationship, if any, of the author(s) to the protagonists or host organization.
- Suggested teaching approaches (mention if the case has been classroom tested using these approaches)
- Discussion questions and answers to those questions. If possible, note the responses one might expect from an “A” student versus an average student.
- References
- Exhibits (e.g., financial analysis, summary of theory application)
- Epilogue (if appropriate)