

TITLE IS CENTERED, BOLD, FULLY CAPITALIZED

Jim Bright, Brilliant University
Holly Ivey, Hammerhead University

Indicate student authors as follows: name (student author)

Indicate faculty supervisor/s as follows: name (faculty supervisor)

Two blank lines after authors, then first subtitle, centered, first letters capitalized bolded and underlined:

Case Objectives and Use

The purpose of this section is to help professors who are looking for cases discover whether this one will be useful to them. Potential adopters want to know: For what type of course (e.g., strategic management or marketing) is this case targeted? For what type of student is it targeted (e.g., undergrad, MBA, executive MBA)? What issues are addressed in this case? What insights or skills will students develop as a result of preparing and discussing this case?

Now the second subtitle, centered, first letters capitalized, bolded and underlined:

Case Synopsis

In this section you should mention the timeframe (e.g., March, 2019) and the case protagonist (e.g., Joe Hero). Briefly describe the organizational and industry context and the situation that the protagonist is facing.

Leave about an inch at the bottom for the following, in Times New Roman font size 9:

The authors developed the case for class discussion rather than to illustrate either effective or ineffective handling of the situation. The case and teaching note was anonymously peer reviewed for presentation at the NACRA 2020 Conference, San Antonio, TX, October 8-10, 2020. © 2020 by [author 1 and co-authors]. Contact person: [name, university, campus address, phone number, email].

A sample One-Page Summary is presented on the next page.

A CAN OF WORMS AT BEHEMOTH UNIVERSITY

Janis L. Gogan, Bentley College
Ashok Rao, Babson College

Case Objectives and Use

The case can be used in a faculty seminar (such as a seminar on professional ethics or on teaching by the case method), a graduate class in business ethics, or a seminar for doctoral students (as they prepare to embark on their academic careers). The objectives are:

- Review three common theories/guidelines for ethical decision-making: Categorical Imperative, Utilitarianism, and Personal Virtue.
- Learn how to apply these theories to situations that involve ethical issues.
- Explore approaches that managers can use to help insure that organizational members are sensitive to ethical issues within an organization.

Synopsis

This disguised case, based on actual events that took place at more than one university, describes a sensitive situation facing Dean Felix Schmidt at (fictional) Behemoth University. Dean Schmidt has just completed his first year as Dean when the chairwoman of the Finance department makes him aware that faculty may have developed a casual attitude towards the intellectual property rights of others. The first reported incident deals with revising a case for use as an exam. The authors have neglected to get the appropriate permissions (from either the author or the publisher).

Dean Schmidt's first reaction is that of disbelief. He thinks, perhaps this type of problem – which the Finance chair believes represents a lack of respect for intellectual property -- is confined to her department. But, a later conversation indicates that these practices are widespread. Examples given by the Finance department chair include other faculty members making illegal copies of copyrighted cases, as well as professors using each other's' PowerPoint slides without attribution, displaying sloppy citation discipline when reporting on others' research, and failing to list research contributors as co-authors on papers. As he considers each situation, Felix Schmidt thinks that many of them are relatively minor. But, taken together they form a disturbing pattern. As the case closes, Dean Schmidt has to decide what steps he should take to change faculty members' attitudes and behaviors regarding intellectual property.

The authors developed this case for class discussion rather than to illustrate either effective or ineffective handling of the situation. Names of people and institutions have been disguised. The case, instructor's manual, and synopsis were anonymously peer reviewed and accepted by the North American Case Research Association (NACRA) for its annual meeting, October 7-9, 2004, Sedona, AZ. All rights are reserved to the authors and NACRA. © 2004 by Janis L. Gogan and Ashok Rao. Contact person: Janis Gogan, Bentley University, Waltham MA. jgogan@bentley.edu