

SOUTHEAST CASE RESEARCH JOURNAL **FORMAT GUIDELINES**

Please read the guidelines completely before you begin. It is important they be followed.

THIS IS THE TITLE OF YOUR PAPER – IT SHOULD BE IN ALL CAPS – TIME NEW ROMAN (TNR) BOLD – 16 FONT - Left Aligned

Name of Author 1 – this should be TNR - 14 font –left aligned
Affiliation

Name of Author 2 (etc.)

Affiliation – if 2 or more authors are of the same affiliation – list the authors and then list only the pertinent affiliation – after all authors and affiliations are listed, skip a line and insert a line (as follows).

TNR 12 Italics

You should begin the abstract section by skipping a line below the above drawn line. The Abstract should be in TNR 12 and italicized. Both the abstract and the body of the paper should be justified and single spaced. The Abstract should give brief description of the case and contain enough information to give the reader the basic premise of the situation. Abstracts should be no longer than a good paragraph or two. The abstract should not give the students any indication of potential recommendations or solutions. After completing the abstract, skip a line and insert a line.

INTRODUCTION 12 TNR BOLD

After skipping a line begin with your heading, whatever you want to call it (we used introduction here just because). Headings should be **BOLD** all **IN ALL CAPS**. Don't skip a line after headings. Always justify the body of the paper. Do not indent new paragraphs.

NEW PARAGRAPH

To begin a new paragraph, simply skip a line and continue with your writing. Within the body of the paper, fonts should be Times New Roman 12. You may bold and underline within the body of the paper but please use discretion here. Do not indent for new paragraph.

MARGINS

Top 1.4

Left 1.5

Right 1.5

Bottom 1.5

These are not arbitrary numbers. Through trial and error, these are the numbers that allow for easy printing and publication.

OTHER

Do not insert anything as a picture.

All charts must be in MS Word – **NO Excel**.

Do not use color in charts. We print in Black and White.

REFERENCES

Any referenced literature used in the case (and these are highly recommended) should be cited using **APA** format. Do **NOT** use endnotes or footnotes.

Ex.

Employing student interns can provide tangible benefits to a company. The hourly rate for interns, if they are paid, is usually much less than the cost of hiring from temporary employment agencies. Also, it can decrease hiring risks. An employer gets the opportunity to see what the intern is capable of doing, assess their work habits, and their ability to get along with other workers. If the internship does not prove successful, the company is under no obligation to continue with the student. (Leung, 2002.)

REFERENCES

Leung, Linda. (2002). IT Interns: Internship programs are a good way of getting extra help in today's economy, *Network World*, March 18, 2002, p48.

Additional readings may also be listed at end of case. These are related readings that are not directly cited in the case.

ADDITIONAL READINGS

Smith, A. (1999). The Earth's Problem As It Pertains to Climate Change
Weather Monthly. 1(2). 45-67.

TABLES AND EXHIBITS

Please, add tables and exhibits at the end of the case. Any tables and exhibits included with your case must be in **MS WORD**. Please do not send tables or exhibits in Excel or other inserted programs. Do not insert anything as a picture. For example, please see Table 1 and Exhibit 1 below. The use of tables and exhibits is highly encouraged because of their value to students using the case. However, do not use excessive Tables or Exhibits. All Tables and Exhibits should be directly related to the case and necessary for making a decision..

TABLE 1

Change in Market Value

	12/31/00	12/31/01
Sum of Cash Flows	\$ 7,750,000	\$ 5,350,000
Market Value	\$ 9,000,000	\$ 7,500,000

EXHIBIT 1

Business, Inc. – Projected Balance Sheet 12/31/12 (000)

<u>Assets</u>		<u>Liabilities</u>	
Current Assets	\$ 22,000	Current Liabilities	\$ 15,000
Long Term Investments	5,000	Long Term Debt	<u>36,000</u>
Property & Equipment	40,000	Total Liabilities	\$ 51,000
Intangibles	<u>8,000</u>		
		<u>Equity</u>	
Total Assets	<u>\$ 75,000</u>	Stockholders' Equity	<u>24,000</u>
		Total Liabilities & Equity	<u>\$ 75,000</u>