

FINAL REPORT
"Case Study Training"

Advanced Case Study Teaching
Case Writing

June 16 – 20, 2014

Participant : Dr. Ines Krajger

The programme was organized by The Case Centre, a leading distributor of case materials and internationally renowned expert in case teaching and learning. The workshops were at the IESE Business School campus in Barcelona, Spain. Everyday class started at 9.00 am and ended at 4.30 pm (including lunch break). Before the workshops participants were given a set of articles and cases to read and exercises had to be prepared.

Workshop I - Advanced Case Study Teaching

Date: 16-17 June 2014

Tutor: Kamran Kashani

26 participants from different European Business Schools, Universities and from the Industry

This two-day workshop was dedicated to enhancing the participants' proficiency in leading class discussions with a particular focus on using cases as a vehicle for student learning. The workshop dealt with the pedagogical challenges inherent in the case method and provided an interactive forum for case teachers to hone their skills. The workshop also provided an informal opportunity for participants to deal with common concerns in conducting effective case discussions. In the best tradition of case method, the chosen pedagogy for the workshop combined class discussion with individual and group assignments.

The first day was devoted to a couple of case studies on case teaching and it culminated in a lecture presentation on pointers and techniques for effective discussion leadership.

16 June 2014

1. Leading Class Discussions (theoretical input combined with three video clips on class discussion; plenary discussion on these examples and identification of best practices)
2. Pointers on Case Teaching
3. Class discussion on two cases: Reinventing Nespresso?; easyJet Teaching Note

17 June 2014

The second day began with "live cases" where volunteers led a couple of discussions on two short case studies, thus putting to work what they had learned during the first day. In addition the topic of designing a case-based course was covered. The workshop concluded with an open forum for discussion on issues that participants grapple with routinely.

1. Live Cases and class discussion
2. Course Design: Scripting a Learning Experience
3. Preparing My Teaching Agenda

Case Writing

Date: 19-20 June 2014

Tutor: Martin Kupp

Around 20 participants from different European Business Schools, Universities and from the Industry

During the workshop different approaches to writing case studies were discussed. A « Workbook on Case Writing», cases and different articles were distributed before the workshop and had to be prepared in advance.

19 June 2014

1. Introduction to case writing
2. Writing an opening paragraph. Every participant had to write an opening paragraph for his own case. Peer review and evaluation of the opening paragraph followed by a plenary discussion on best practices
3. Review and assessment of a case study (e.g. Wikispeed Case)
4. Outlining the case study structure; Every participant developed a structure for his own case. Peer review and evaluation of the case structure followed by a plenary discussion.

20 June 2014

5. Writing the closing paragraph
6. Every participant had to write a closing paragraph for his own case. Peer review and evaluation of the closing paragraph followed by a plenary discussion on best practices «closing paragraph»
7. Review and assessment of existing teaching notes
8. Drafting a case teaching plan for the own case study

Personal reflections on the workshop issues

The professors were excellent and there was a good selection of the topics. The topics were of high relevance to my teaching and actual research field. I could enrich my knowledge in the array of case study teaching methods. I worked on my own case and got a lot of useful feedback concerning the style and structure of case study writing. The special topic how to publish cases was also very helpful. Participants also had enough room to share their experiences in case teaching and writing and to do networking. All in all, it was an excellent programme.