The Case Method, Online

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First cohort of students: July 2011

Highly selective admissions

Partnership with 2tor, Inc.
- Online programs with other top schools
- State-of-art platform
- Support

My role: Curriculum and Faculty Support
Personal Perspectives

1. Interactive Cases
   - cognitive load

2. Asynchronous case discussion
   - Hard to get desired effects

3. UNext: business scenarios
   - Connect to student’s own knowledge
Asynchronous, and Synchronous

Synchronous class meetings
- Webcams required
- Maximum 15 students
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The Case Method, Online
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- Asynchronous, and Synchronous
- Synchronous class meetings
  - Webcams required
  - Maximum 15 students
- Courses and cases
  - Best practices
  - Team teaching model
Coaxing the student down a path

LMS platform capabilities
  - interaction
  - sequencing

Making the most of the synchronous session
About MBA@UNC

- Atul Nerkar

The Case Method, Online
Agenda

- Philosophy behind case method
- Online case teaching
Philosophy – Case method

- Inductive versus deductive
- Experience versus lecture
- Learning by doing versus learning by observation
Online Case Discussion

- The challenge of engagement
- The pros and cons of online discussion
- An example of a class
  - Corporate Strategy
Case Discussion - Flow

- **Part 1** – Students read case ahead of time and complete an online assignment before actual discussion of case.
- **Part 2** – Faculty read the responses and use the responses in developing presentation
- **Part 3** – Faculty run the discussion using the responses to evolve the underlying theory that is relevant for the case discussion. Discussion ends.
- **Part 4** – Students go online to see a summary of the discussion and read assigned articles and complete a homework assignment were they apply the framework that they evolved in the class discussion.
Case Discussion - Example

- **Case**: Coke versus Pepsi
- **Conceptual Framework**: Industry analysis – Porter’s Five forces framework
- **Online assignment** – Provide one reason (only one!) why Coke has been successful. Explain the underlying rationale in one sentence.
- Powerpoint has individual responses which would be classified into ‘buckets’ that would evolved the final framework but also enable discussion.
Thank you!

☐ Q & A