Business case-study analysis

Through cross-cultural online student collaboration

Using a VW environment to simulate the complexities of gathering & analyzing background data
Todays students - digital natives
Game-playing is vital for any creature capable of learning.
Convergence
Case study preparation

NOT SURE IF I'M HUNGRY

OR JUST BORED OF READING THAT CASE STUDY
Can we get marketing students to invest more effort/energy in their learning by adding the power of gaming & simulation to the traditional case study method?
Artifact concept

Phase 1:
- Deconstruct the case
- Spread information

Phase 2:
- Role
  - Information hunt
- Cooperatively reconstruct the case

Phase 3:
- Engaged case discussion
The students in action

Video: [http://www.youtube.com/watch?v=UC5awmzqYHo](http://www.youtube.com/watch?v=UC5awmzqYHo)
Paper case sliced, diced & textured for SL
complete game plan
Cross-cultural, global student collaboration
Quantitative findings

Overall satisfaction regarding class

- Method
- Case
- Teamwork
- Compared to paper case
- Developed skills
- Fun
- Gaming habit
- Usage of games in class
- Second Life
Students reading
Students Gaming
Students in Second Life
Enthusiastic spontaneous qualitative feedback
Some not-so-enthusiastic qualitative feedback
Discussion

• Students more in the learning
• Game design made simple
• Pre-packaged solution
Limitations and further work

- SL for information gathering
- Marketing teaching
- Other areas
- SL for discussion
- Cross border teaching
Discussion

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Innovation in case teaching competition winner 2013
http://www.thecasecentre.org/educators/casemethod/awards.winners/Innovationwinner2013
References

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