CROSS-BORDER COFFEE BREAK
CASE STUDIES, IMPACTFUL LOCAL VOICES

Tuesday, October 23, 2018
9am (EDT)

Richard McCracken
Director
The Case Centre
AGENDA

- About the Global Business School Network
- About The Case Centre
- About Case Studies – Teaching Cases vs. Research Cases
- Writing and Teaching Case Studies
- Impact of Local Cases
- Q&A
HOW TO SUBMIT A QUESTION ON ZOOM

[Image of Q&A button on Zoom interface]

[Text example: You asked: How do you like Zoom so far? Aidan Crosbie has answered this question live. Please input your question...]

[Send button with option to send anonymously]
GBSN: 73 Members in 40 Countries

Mission:
Improve access to quality, locally relevant management education for the developing world.

What We Do:
- Capacity Building Programs
- Promotion of Best Practice
- Foster a Network & Partnerships

More info: gbsn.org
Case Studies, Impactful Local Voices
Richard McCracken
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The Case Centre
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The Case Centre

The Case Centre is the independent home of the case method, dedicated to advancing the case method worldwide sharing knowledge, wisdom, and experience to inspire and transform business education across the globe.

• Not for profit organisation and registered charity
• Large, inclusive and diverse case collection
• Programme of writing and teaching workshops
• Scholarships for first time case writers

www.thecasecentre.org
Case studies

• Link between research and teaching, theory and practice

• Case study life cycle:
  • Research
  • Write – cases as a research output
  • Teach – classroom impact
  • Distribute – widening impact
  • Opportunities for developing the research relationship and further, deeper research
Teaching Cases and Research Cases

<table>
<thead>
<tr>
<th>Teaching cases</th>
<th>Research cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective: to achieve learning outcomes</td>
<td>Objective: to explore a research question</td>
</tr>
<tr>
<td>Context: course or module</td>
<td>Context: programme of research</td>
</tr>
<tr>
<td>Variety of media</td>
<td>Primarily written</td>
</tr>
<tr>
<td>Case collection or textbooks</td>
<td>Research paper publication journal or research-based books</td>
</tr>
</tbody>
</table>

Prof. Mark Jenkins
Cranfield School of Management
Research cases

• Theory building
• Theory testing
• Theory demonstrating
Why write your own teaching case?

• Learning objectives for your students
• An authentic voice for your local business culture
• Boost your impact in the classroom
• Protagonists in the classroom
• Developing external contacts
• Opportunities for further research and consulting
• Exam and assessment
• Imbed your school in regional business culture
Writing a teaching case

• Identify and develop
  • Learning objectives
  • Scenario
  • Protagonist
  • Decision

• Leave it unresolved

• The teaching note/instructor’s manual

• Teach the case and write it again
The Teaching Note

- The Case Centre requires cases have a teaching note
- Often developed first and used to guide writing
- Faculty prefer cases with teaching notes
- Include a summary, learning objectives and lesson plan
- Identify student categories and levels
- Share your experience of teaching the case
- Give the teacher an advantage
Categories of teaching case

• Situation case: why did things go wrong?
• Incident case: short and illustrates a concept or issue for discussion
• Background case: to impart information, often used as a framework for other cases exploring specific issues
• Exercise case: chance for students to apply techniques (e.g. of quantitative analysis)
• Complex case: the significant issues may be obscured by quantities of data
• Decision case: students required to state what they would do in the circumstances
• Mini cases
Impact of cases at the school level

• Collegiality among case faculty
• Accreditation
• Distribution of the school brand
• Enhancing the school brand: competitions, awards
• Increased links with business in the region
Features of popular cases

Bestselling cases in 2017
Discover the key figures behind the cases that sold the most copies in 2017

Authors & schools

- 278 Authors
- 35 Schools
- 11 Countries

Most featured author: Debapratim Purkayastha
Most featured school: Harvard Business School

The cases

- 93% with a teaching note
- 47% with a translation
- 20% with video/software

Publication date:
- < 5 years
- 5-10 years
- > 10 years

Data source:
- Field research
- Published material
- Generalized experience

Length:
- 1-3 pages
- 4-20 pages

Featured industries:

- Manufacturing
- Healthcare
- Online retail
- Information technology
- Retail
- Hospitality
- Airline
- Food & drink
- Manufacturing
- Healthcare
- Online retail
- Information technology
- Retail
- Hospitality
- Airline
- Food & drink

Find out more

See full details of the bestselling cases, and discover more about previous bestsellers:
www.thecasecentre.org/bestsellingcases2017
Resources

• [https://www.thecasecentre.org/educators/casemethod/resources/writingcases](https://www.thecasecentre.org/educators/casemethod/resources/writingcases)
• [www.thecasecentre.org/casemethodarticles](www.thecasecentre.org/casemethodarticles)
• [www.thecasecentre.org/teachingnoteguide](www.thecasecentre.org/teachingnoteguide)
• [www.thecasecentre.org/books](www.thecasecentre.org/books)
Register now!
Upcoming Cross-Border Coffee Breaks

Thursday, October 25: IBA Karachi’s Innovation & Entrepreneurship Online Exhibition featuring Dr. Mohammad Kamran Mumtaz