

# CROSS-BORDER COFFEE BREAK

CASE STUDIES, IMPACTFUL  
LOCAL VOICES

Tuesday, October 23, 2018  
9am (EDT)



Richard McCracken

Director  
The Case Centre



## FACILITATOR



**Stephanie Blochinger**  
Program Officer  
Global Business School Network

## PRESENTER

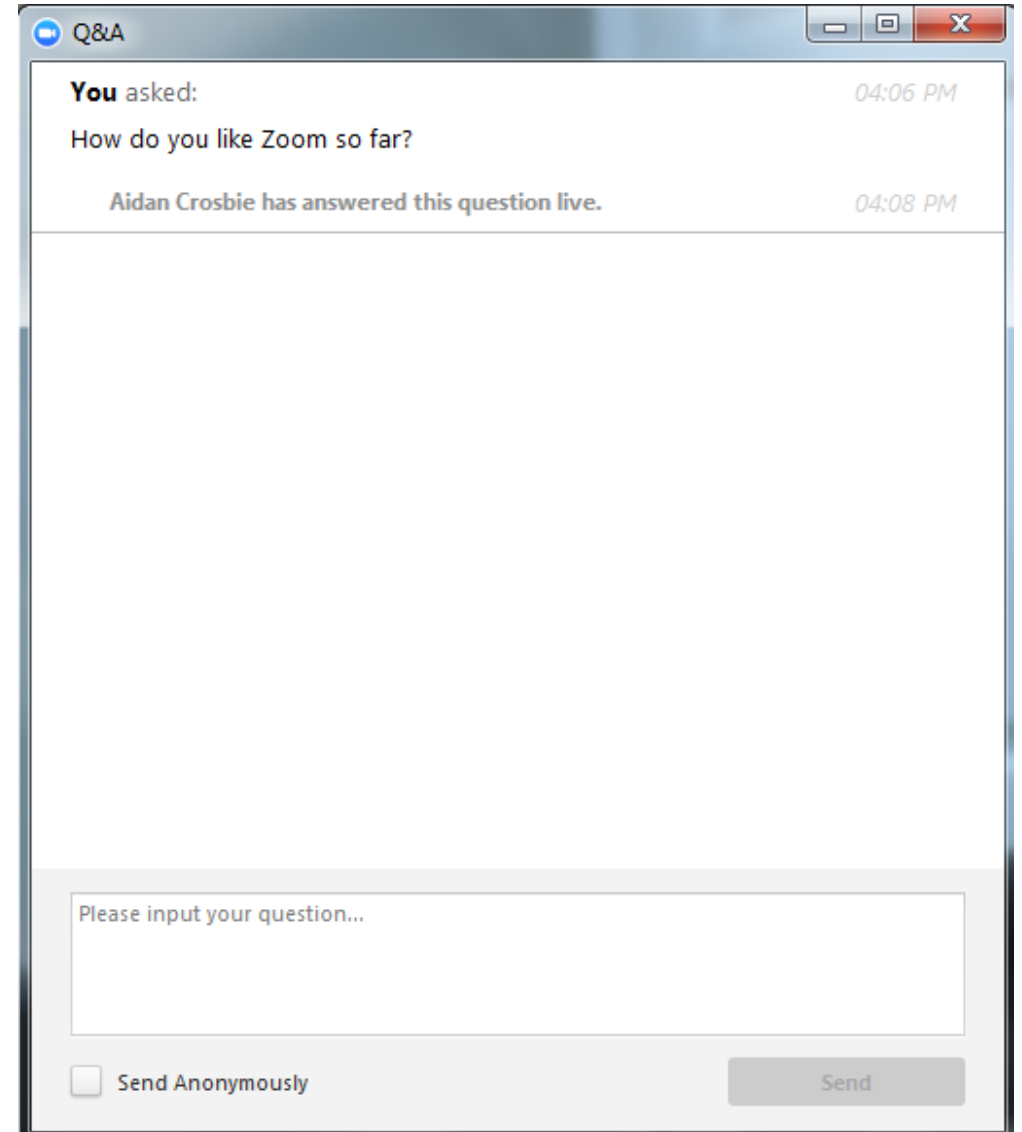


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# AGENDA

- ❖ 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

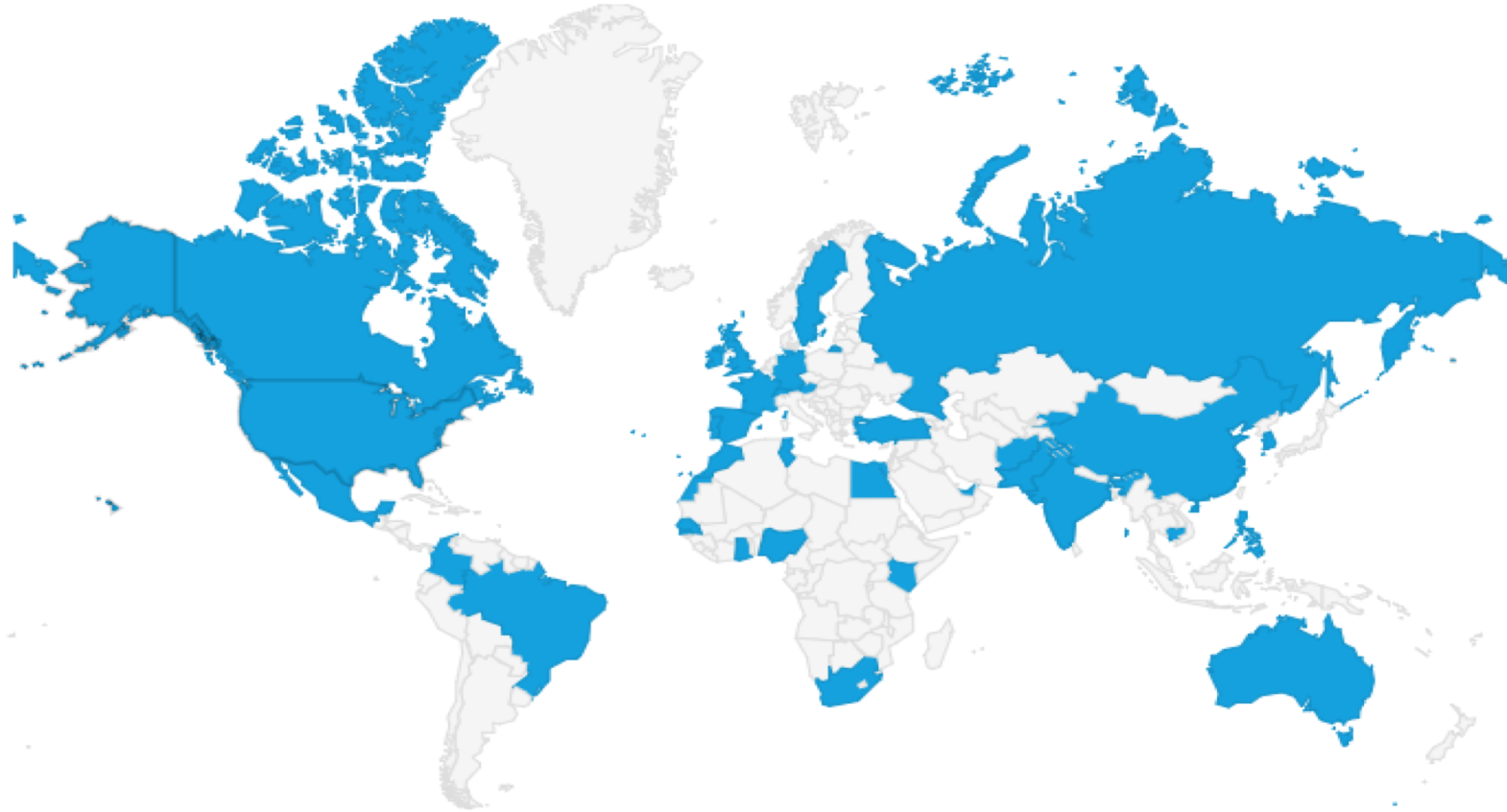
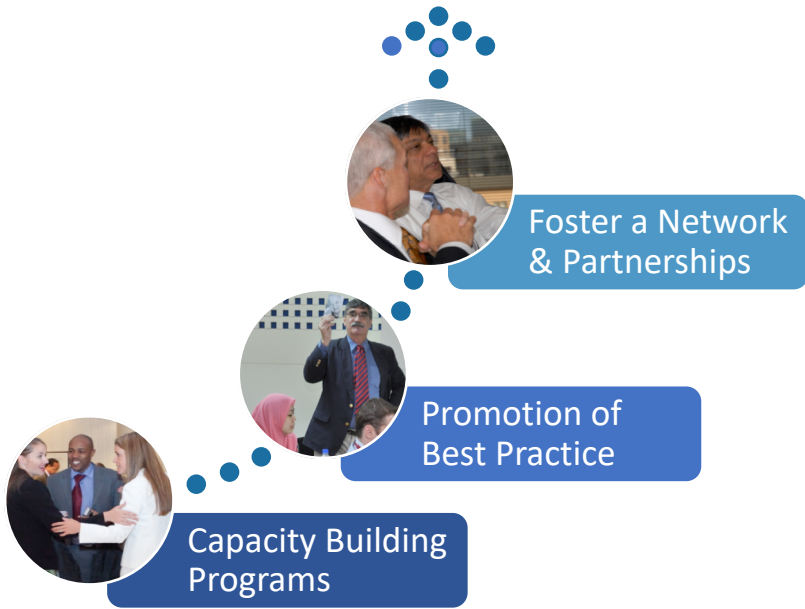


# GBSN: 73 Members in 40 Countries

## Mission:

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

## What We Do:



**More info: [gbsn.org](https://gbsn.org)**



## **Case Studies, Impactful Local Voices**

Richard McCracken

Director

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](http://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

Teaching cases	Research cases
Objective: to achieve learning outcomes	Objective: to explore a research question
Context: course or module	Context: programme of research
Variety of media	Primarily written
Case collection or textbooks	Research paper publication journal or research-based books
	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

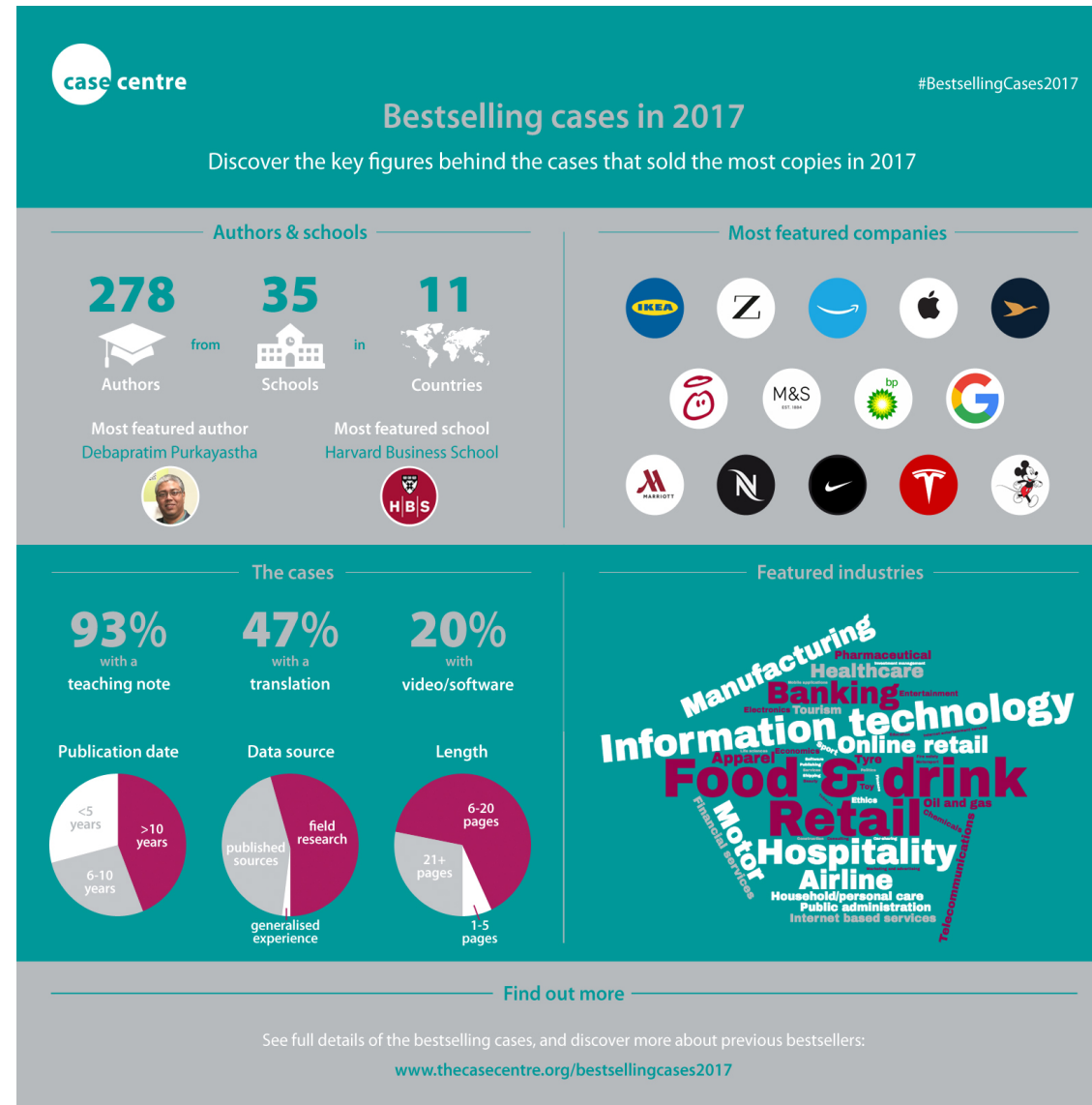
# Categories of teaching case

- 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





# Resources

- <https://www.thecasecentre.org/educators/casemethod/resources/writingcases>
- [www.thecasecentre.org/casemethodarticles](http://www.thecasecentre.org/casemethodarticles)
- [www.thecasecentre.org/teachingnoteguide](http://www.thecasecentre.org/teachingnoteguide)
- [www.thecasecentre.org/books](http://www.thecasecentre.org/books)

# QUESTION & ANSWER



# Register now!

## Upcoming Cross-Border Coffee Breaks

Thursday, October 25: [IBA Karachi's Innovation & Entrepreneurship Online Exhibition](#) featuring Dr. Mohammad Kamran Mumtaz