



Ivey Case Teaching and Writing Workshop

Ivey Business School has utilized case-based learning for decades and is a global-leader in case publishing and promoting the case method. More than 15,000 participants have benefited from and enjoyed the practical focus found in the workshops, bringing the case method to classrooms at colleges and universities in more than 60 countries.

The Case Method is a powerful teaching approach that combines academic theory with practical application. Cases focus on business issues managers face every day - not fictitious scenarios but actual real-world problems requiring thorough analysis and planning. Ivey's commitment to real-world learning helps to develop extraordinary leaders that have extraordinary careers. The Case Workshops immerse participants in the Case Method through a combination of participation, case analysis and interactive exercises.

Target Audience

Academic Community:

- ◆ Professors
- ◆ Lecturers
- ◆ Instructors
- ◆ Case Center Directors
- ◆ Case Writers
- ◆ Research Assistants
- ◆ Doctoral Candidates

Business and Government:

- ◆ Workshop Trainers
- ◆ Seminar Teachers
- ◆ Training Supervisors
- ◆ Personnel Managers
- ◆ Course Designers
- ◆ Staff Specialists
- ◆ Consultants and Analysts
- ◆ Policy Audience

Case Teaching

- ◆ Three Stage Learning Process
- ◆ Prerequisites for case teaching
- ◆ Sample case class
- ◆ Teacher preparation
- ◆ Case teaching plan
- ◆ Discussion questions for use in class
- ◆ Managing class discussion approaches
- ◆ Teaching approaches to different audiences
- ◆ Opportunities to use cases in exams and reports
- ◆ Evaluating case class contribution

Case Writing

- ◆ Framing a case and creating an outline
- ◆ Challenges, remedies and trade-offs when writing cases
- ◆ How to create an effective teaching note
- ◆ Case plan preparation
- ◆ Preparation for field work
- ◆ How to effectively manage the data collection and field research process



Workshop Dates and Fees

Modules*	Dates	Fees
Case Teaching (2-day Module)	September 18 - 19, 2018	USD 1,500
Case Writing (2-day Module)	September 20 - 21, 2018	USD 1,500
Case Teaching and Writing (Full 4-day Workshop)	September 18 - 21, 2018	USD 3,000

* Participants will be conferred a certificate issued by the Ivey Business School upon completing either a 2-day module or a full 4-day workshop.

** Discount is also applicable for ≥3 registrations from the same organization. Please contact us for details.



Register online: www.ivey.com.hk/case-workshop

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