

The 39 Country Initiative Update

Case teaching workshops and shipment

The 39 Country Initiative was founded in 2010 by Professor Paul Beamish, and has been supported by the Academy of International Business for several years. Its mission is to provide current, relevant teaching materials and pedagogical skills development to higher educators with a view to improving management education in the world's 39 lowest income countries. The 39 Country Initiative team is proud to share this update on its latest outreach activities:

One of the key activities for the 39 Country Initiative is to promote the use of the Ivey case collection at no cost within universities in the world's 39 poorest countries. Yet, many faculty members in these countries also seek help in understanding how to teach with cases. Co-sponsored by the Academy of International Business and Ivey's International Business Institute, two case teaching workshops took place in French on December 18-19, 2017. The first, hosted at the African School of Economics in Cotonu, Benin, was attended by 32 participants from 24 institutions in six West African countries. The second was hosted at the Université Caraïbe in Port-au-Prince, Haiti. Fifteen participants from 5 institutions took part in the workshop. Registration in both workshops was free for interested local faculty.



Above: Group photo of the participants at Benin Workshop (African School of Economics)



Left: Group photo of the participants at the Haiti workshop (Université Caraïbe)

Professor Stephan Vachon from the Ivey Business School at Western University facilitated the workshop in Haiti and noted, "It was a great experience with great people! The participants embraced the case method and were very active in the different exercises and during the mock class. Kudos to Université Caraïbe for being an outstanding host."

Professor Elie Chrysostome from the State University of New York, Plattsburgh, facilitated the workshop in Benin and commented, “The Case Teaching Workshop was a great success for the participants from Benin, Niger, Cameroon, Burkina Faso, Ghana, and Ivory Coast. They all expressed great interest in the case teaching method and were very motivated. It’s obvious that they have clearly realized the relevance of the case teaching method for the quality of the education delivered by their institutions. Their participation during the discussions was impressive. They greatly appreciate having the opportunity to have access to Ivey cases without cost. The message that I got is that in the months to come, they will start using cases in their classrooms.”



Above: Professor Elie Chrysostome in Benin.



Shipping materials to higher education institutions in the 39 countries is another of the Initiative’s key activities. Sponsored in part by the AIB, our latest 10-ton container shipment of books, journals, and course packs departed Ivey in September and arrived at the University of Dar es Salaam, Tanzania, in November. It included material from Ivey, Western University, University of Windsor, Wilfrid Laurier University and North Dakota State University. This shipment is the fifth to date, with the previous four sent to business schools in Ethiopia, Ghana, and Kenya.

Left: Unpacking the shipment at the University of Dar es Salaam, Tanzania.

Despite this progress, there is still more to be done. We are always looking for people who are interested in helping. To explore ways for you to be involved, please visit our website: <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/> or contact Professor Paul Beamish at pbeamish@ivey.ca. Our thanks to Stephan and Elie regarding the workshops, the many people involved with the shipment, and the AIB for its support.

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