



Ivey Virtual Case Workshop

Ivey Business School is a global leader in case method teaching, writing, and publishing. By 2020, more than 15,000 participants across over 60 countries have benefited from highly practical and applied case teaching and writing workshops. These workshops develop the necessary skills for bringing the highly effective case method to college and university courses, regardless if it for face-to-face or online teaching. The case method is also widely used by leading businesses from all industries for talent and executive development. Ivey's Case Workshops are highly immersive, allowing participants to develop hands-on competencies through a combination of instructional sessions, immersion and interactive exercises with feedback.

Target Audience

Academic Community: Faculty | Case Center Directors & Case Writers | Research Assistants | Doctoral Candidates
 Business and Government: Corporate Trainers & Course Designers | HR & Strategy professionals | Consultants & Analysts

Case Teaching

- ◆ Prerequisites for case teaching
- ◆ The three-stage case learning process
- ◆ Case selection and resources
- ◆ Case teaching plan online/offline
- ◆ Managing class discussion approaches online/offline
- ◆ The dos and don'ts of case teaching
- ◆ Teaching approaches for different audiences
- ◆ Evaluating case class contribution

Case Writing

- ◆ How to publish cases with Ivey
- ◆ What is a good case
- ◆ Framing the case
- ◆ Case plan and writing process
- ◆ Managing the data collection and field research process
- ◆ Opening paragraph assessment
- ◆ Developing an impactful teaching note
- ◆ Challenges, remedies and trade-offs when writing cases

Contact us for
 Special Offers and Details
 +852 2135 2277, cases@ivey.com.hk

Workshop Dates and Fees

| Modules* | Dates** | Fees |
|--|------------------------|---------|
| Case Teaching Workshop (3 half-day module) | December 9 - 11, 2020 | USD 750 |
| Case Writing Workshop (3 half-day module) | December 16 - 18, 2020 | USD 750 |

* Participants will be conferred a digital certificate issued by the Ivey Business School upon completing either workshop.

** Workshop time: 9:00am - 12:30pm, GMT+8 (Hong Kong)

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