



# Ivey Virtual Case Workshop 2021 Summer

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, including both face-to-face and 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

- ◆ Categories of cases
- ◆ The three-stage case learning process
- ◆ Case Complexity and selection
- ◆ Case teaching plan
- ◆ Case-based class design
- ◆ Management of case class discussion
- ◆ Teaching approaches for different audiences
- ◆ Evaluation of case class contribution
- ◆ Dos and don'ts of case teaching
- ◆ Challenges and opportunities of case teaching

## Case Writing

- ◆ Key dimensions and key questions of effective cases
- ◆ Case plan and writing process
- ◆ Data collection and field research
- ◆ Opening paragraph assessment
- ◆ Impactful teaching note
- ◆ Considerations for cases for virtual class
- ◆ Case publication process with Ivey
- ◆ Teaching cases, consulting cases, and research cases
- ◆ Challenges and opportunities of case writing

Contact us for Special Offers and Details  
+852 2135 2277, [cases@ivey.com.hk](mailto:cases@ivey.com.hk)

## Workshop Dates and Fees

Modules*	Dates**	Fees
Case Teaching Workshop (1 and half day module)	August 2 - 3 (am), 2021	USD 750
Case Writing Workshop (1 and half day module)	August 9 - 10 (am), 2021	USD 750

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

\*\* Workshop time: Day 1 9:00am - 17:00pm, Day 2 9:00am - 12:30pm, GMT+8 (Hong Kong)

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Every effort has been made to ensure the accuracy of the information provided. However, the information is subject to change without prior notice.