

CASE WRITING IN ACTION

A collaborative workshop for educators from all disciplines

**Friday, October 10, 2003
Babson College
Wellesley, MA**

Learning by the case method has enjoyed increasing acceptance, not only by business schools, but also across a number of disciplines. It adds a dimension to the learning process that instills the confidence and experience students require to learn how to learn, to be creative, and to make appropriate decisions in whatever fields they pursue. For faculty authors, it instills an intimacy with the curriculum, creates teaching materials that are most closely aligned with teaching objectives, and brings real-world experience into the classroom.

Cases are the lightning rods and the catalysts for such experiential learning and cannot be divorced from the entire process. Many consider the typical “Harvard Business School case” to be the ultimate model for what a case should look like. In contrast, we think that while such a model might be effective in certain teaching environments, it remains as only one manifestation of what a case can be.

This intensive hands-on **Case Writing in Action** workshop is devoted to exploring the underlying dynamics of the case method and to empowering participants to write “cases” that act as catalysts for rich and dynamic collaborative classroom discussions that leverage each student’s learning style around the full learning cycle.

This event is designed to be a free-flowing experience in itself. Through a series of interactive exercises, case discussions, small group breakouts, and presentations, attendees will gain a fresh perspective on developing cases for virtually any discipline and delivered through different media including on-line learning environments. In addition, sessions will be held on structuring the case and story telling, case publishing, creating a compelling instructor’s manual, and acceptance of case development as research.

Be forewarned. This event will be different from any other case development workshops. It is designed for new and veteran case-writers and for teachers from virtually every discipline. It will be fun, inspirational, instructive, and hopefully provocative. Its action orientation will provide a platform for taking participants’ case-writing to a new level.

Attendance is limited, but the price is right at \$295 per person. Participants will receive a continuing education certificate at the conclusion of this workshop. For more information and registration, visit www.wacra.org and click on “Case Writing Workshop”

Sponsored by:

- ? **North American Case Research Association (NACRA)**
- ? **World Association for Case Method Research and Application (WACRA)**
- ? **The European Case Clearing House (ECCH)**
- ? **Babson College**

PROGRAM

Why Write Cases?

Story-Telling and Structuring the Case

Pedagogical Principles and What Makes a Good Case

Writing Exercise and Group Critique

Choosing a Case to Write

Publishing your Case - Permissions and Disguises.

The Critical Importance of an Instructor's Manual.

Gaining Institutional and Public Recognition for Case-Writing

Field Research

Case Writing Associations, Conferences, and Workshops

FACULTY

Hans Klein

Hans is President and Executive director of The World Association for Case Method Research and Application. He is Associate Professor of Accounting and Finance at Rensselaer. Education: Banking Institute Munich, Germany, D.B.A. U of Kentucky, C.M.A. He has and is conducting conferences, seminars and workshops in many Western and Central European countries, South America and in the U.S.A. and speaks frequently at international conferences.

John Seeger

John is a past president of the North American Case Research Association (NACRA) and was editor of the Case Research Journal from 1992 through 1995. He is a Fellow of CASE, the Eastern Case Writers Association, and a member of six other case organizations. He originated the "Case Critique Colloquium" format for review and development of new cases at professional meetings, and serves as a regular panelist in Colloquia at the Academy of Management, the Eastern Academy, and the Northeast Decision Sciences Institute.

David Wylie

David is executive in residence at Babson College and the director of Babson College Case Publishing. He has written over 60 cases at Babson, IMD, at the Harvard Business School, and for a number of corporate clients. He received his BA from and MBA from Harvard. He has delivered workshops and seminars in case writing to faculty at a number of institutions in the United States and abroad, and is a frequent speaker at associations and conferences. He was elected to the board of directors of NACRA in 2001.

To register or for more information, contact:

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