



Case teaching

An introductory guide

- Why teach with cases?
- Preparing to teach
- Tools and techniques

"I am still amazed to meet participants who remember cases we discussed in class 15 or 20 years ago. The long-term impact is often more lasting than a lecture or reading a book."

Dominique Turpin, IMD

Teaching with cases

Welcome to this brief guide to teaching with cases.

Why teach with cases?

The case method combines the power of storytelling with critical discussion, shared experiences, and rigorous academic practice and theory.

Students find their most fundamental beliefs and assertions being challenged as they learn to think differently and more effectively. They will take on board new ideas and concepts, developing the philosophical, theoretical and practical bedrock for their subsequent management careers.

“The case method gives students a feel for the complexities of decision-making... they can develop important skills that help them become industry ready.”

Debapratim Purkayastha, ICAI Business School (IBS)

Choosing a case

Choose a case that meets your learning objectives and is suitable for the experience and knowledge of your class. You can download online educator preview copies at **www.thecasecentre.org** to help with your selection. Explore the world's largest and most diverse collection of management cases at **www.thecasecentre.org/casecollections**

Our brilliant customer service team can help you narrow down your search, or you can simply browse our bestsellers, prizewinners, compact cases and classic cases. And be sure to use CoursePack Creator – the fast and easy way to provide one-stop study solutions for your students: **www.thecasecentre.org/CoursePacks**



Preparing to teach

Abraham Lincoln said: 'Give me six hours to chop down a tree and I will spend the first four sharpening the axe.' You can never quite predict what will happen during a teaching session, but careful preparation is key.

You must be clear about the learning objectives, know the case inside-out, and have at least some idea of who your students will be, both as individuals and as a group. How old are they? How experienced? From what cultural backgrounds?

Many cases will have an accompanying teaching note and other materials for instructors. These can be a great help when preparing to teach the case, so make the most of them.

"My top three tips for successful case teaching are, prepare, prepare, prepare."

Gina Vega, Organizational Ergonomics

Starting the discussion

A lively discussion can be started in a number of ways. An individual student can be 'cold-called', or a general question can be asked of the whole class – for example, 'What would you do next?' or 'What is the problem here?'.

Students can be asked to vote on an issue, and then find out if their views have changed by the end of the session. Alternatively, all the students can be asked to jot down their thoughts with a few invited to share their ideas with the class.

"To me, a great case session leads to a transformation of consciousness, where the first obvious answer is wrong... participants walk out believing the opposite of what they walked in believing."

Nirmalya Kumar, Lee Kong Chian School of Business, Singapore Management University



Tools and techniques

A successful case teaching session often involves a range of different activities, helping to maintain interest and appeal to different learning styles. These can include role play, group discussion, breakout sessions, and student presentations while in character as the case protagonist.

"I think fun is one of the most underrated aspects of the case method."

Jan W Rivkin, Harvard Business School

Using multimedia

Multimedia can help to engage and inspire students – particularly those resistant to traditional written cases. Online discussion groups, virtual worlds, social media, video clips, and web-based cases can all be introduced as part of the mix.

The possibilities are endless – from live tweeting during a case session to pre-class online discussion. With a little thought and imagination you can transform your case teaching sessions.

"We are now dealing with a generation of students whose technical sophistication is unprecedented."

John Heath, Author, *Teaching & Writing Cases*

Feedback and improvement

Even the most experienced case teachers can learn from constructive feedback. Ask a colleague to sit in on one of your case teaching sessions, and get feedback from your students. Video a session and watch it through with a fellow case teacher – this is a great way to see yourself in action and make improvements.

Those new to case teaching may prefer to begin with a short case as part of a longer teaching session to gain some initial confidence. Another approach is to teach as a team with a colleague or colleagues until you become more experienced.



Find out more...

Workshops

Sharpen your case teaching skills and be inspired at one of our expert-led case teaching workshops. Intensive, practical and hands-on, you'll radically improve your case teaching expertise, and have a great time at a wonderful venue.

"The response I get from students is amazing. Thank you again for this powerful learning experience."

Tomasz Olejniczak, Kozminski University

Learning with Cases: An Interactive Study Guide

Learning with cases can be a challenging experience for students, so we've created an affordable interactive study guide that will take them through the process, providing practical tips, tricks and tools. www.thecasecentre.org/guide

Competitions

Our annual Outstanding Case Teacher Competition recognises exceptional case teachers who go that extra mile in the classroom and make a real difference to their students' lives. www.thecasecentre.org/teacher

"The business school case method 'Oscars' "

FT.com



Case Writing & Teaching Exchange

Meet fellow case teachers across the globe at our Case Writing & Teaching Exchange on LinkedIn. You can ask questions, discuss case teaching and share your own hints and tips. www.thecasecentre.org/exchange

Get the book...

Looking for a comprehensive and user-friendly guide to the case method? If so, John Heath's *Teaching & Writing Cases*, published by The Case Centre, is the book for you.

Teaching & Writing Cases explores the basic core elements of case teaching and writing as well as the huge impact that new technology continues to make on the case method. www.thecasecentre.org/heathbook

"I write cases first and foremost for my own use, with my own students."

Peter Killing, IMD

Undergraduate Case Teaching Licence

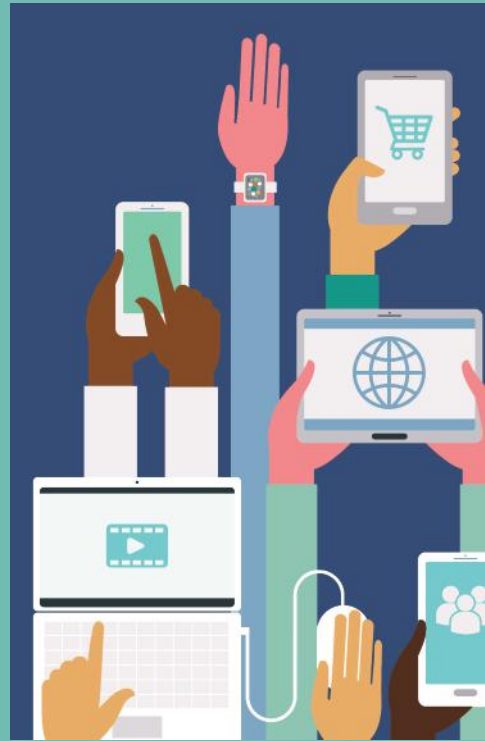
The Undergraduate Case Teaching Licence is an affordable way to use cases on your undergraduate programmes. Your university can apply for an annual licence for cases taught to undergraduate students. Select from over 30,000 cases from a diverse range of leading business schools. www.thecasecentre.org/UCTLintro



Resources

Explore our resources for case teachers:

- The Case Centre: www.thecasecentre.org
- Discover the case method: www.thecasecentre.org/discover
- Watch video clips on the case method: www.thecasecentre.org/videos
- #WorldCaseTeachingDay: www.worldcaseteachingday.org
- Our case workshops: www.thecasecentre.org/workshops
- Customised workshops: www.thecasecentre.org/custom
- Learning with Cases: An Interactive Study Guide: www.thecasecentre.org/guide
- The Case Centre's PDWs: www.thecasecentre.org/PDW
- Scholarships for unpublished case writers: www.thecasecentre.org/scholarships
- Awards and Competitions: www.thecasecentre.org/starquality
- The Case Centre's global case distribution service: www.thecasecentre.org/submitcases
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We are the independent home of the case method. You can:

- browse and buy cases, articles and book chapters
- come on a case method workshop
- use CoursePack Creator
- submit your case or collection
- apply for a case writing scholarship
- enter our competitions.

The case method

As a teacher you'll be inspirational. As a student you'll be inspired. Discover the case method and transform your classroom experience. www.thecasecentre.org/discover

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