



Ivey Virtual Case Workshop 2023 Spring

Ivey Business School is a global leader in case method teaching, writing, and publishing. By 2022, 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 Sectors: Corporate Trainers & Course Designers | HR & Strategy professionals | Consultants & Analysts

Case Teaching

- *Understanding 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 audience*
- *Evaluation of case teaching*
- *Dos and Don'ts of case teaching*
- *Challenges and opportunities of case teaching*

Case Writing

- *Key Dimensions and key questions of effective cases*
- *Case development plan and writing process*
- *Data selection and field research*
- *Crafting an effective opening paragraph*
- *Crafting an effective assessment*
- *Developing an impactful teaching note*
- *Keeping cases up-to-date*
- *Challenges and opportunities of case writing*
- **NEW - Talk Directly with Ivey Publishing for case publication process**

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

Workshop Dates and Fees

Virtual Workshops*	Dates**	Fee
Case Teaching Workshop (1 and half day module)	March 21- 22 (am), 2023	USD 950
Case Writing Workshop (1 and half day module)	March 28 - 29 (am), 2023	USD 950

* 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 Time)

Ivey Business School at Western University
 Cheng Yu Tung Management Institute
 Hong Kong Convention and Exhibition Center, Phase 1, Level 3, 1 Harbour Road, Wanchai, 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.



Our past participants are from

- Nagoya University of Commerce and Business
- NUCB International College
- NUCB International High School
- Kyoto Sangyo University
- Shiga University
- National University of Singapore
- Hong Kong Baptist University
- The Chinese University of Hong Kong
- The Hong Kong Polytechnic University
- Center for Language Education of HKUST
- Bina Nusantara University
- Macquarie University
- Victoria University
- University of Queensland
- KPMG
- thyssenkrupp Elevator
- Indian Institute of Management Rohtak
- Indian School of Business/CLMP
- Institute of Rural Management Anand
- National Cheng Kung University
- Asian Institute of Management
- Qingdao University
- Tsinghua University
- South China University of Technology
- Remin University of China
- Nanjing University
- Shanghai University of International Business and Economics
- University of Science and Technology of China
- China University of Political Science and Law
- Donghua University
- Jinan University
- Corvinus University of Budapest

Participants Testimonials

The workshop has been instrumental in understanding what I have been doing right and where I have been doing wrong. Many a time, it transcended beyond just case teaching and made us reflect on teaching in general. The interactive approach to learning the technique was very effective.

*RITU YADAV, Assistant Professor
Indian Institute of Management Rohtak*

The Ivey Virtual Case Workshop provides an intensive training to educators on the effective ways of teaching and writing cases. It also provides a valuable chance for educators from various universities in various universities in the Asia Pacific to interact and exchange their experience. Most importantly, the trainer of the workshop is knowledgeable, professional and well prepared.

*ROSETTE LEUNG, Lecture
The Chinese University of Hong Kong*

I took this course as a refresher course after my 35 years of experience of case method teaching, It is asked by my school administrator like a retraining of the aged driver. Still I learned a lot and appreciate the opportunities. It would change my teaching style.

*TOMOFUMI ANEGAWA, Professor
Nagoya University of Commerce and Business*

Overall, I really enjoy this training because can give more knowledge how to conduct case teaching in the classroom, especially during pandemic when held session online by using video conference tools.

*MARISA KARSEN, Subject Content Coordinator
Binus University, Indonesia*

For more details



Registration

