

Title of Workshop: **How to Write and Teach Case Studies**
Location: Turku School of Economics, Rehtorinpellonkatu 3,
20500 Turku, Hall 09
Date: Thursday September 18th, 2008
Time: 12.30-5 pm
Cost: Free to members of FINPIN and ECSB

Programme

11.00 – 12.00 am **Registration**
12.30 – 14.30 pm **Workshop**
14.30 – 15.00 pm **Coffee**
15.00 – 17.00 pm **Workshop continues**

This workshop is aimed at helping academics to develop their ability to write case studies that they can use as part of their teaching pedagogy. The workshop will additionally spend time highlighting the key approaches to be taken when teaching with case studies and how they can be used to maximise the learning experience for the students.

The following themes will be considered during the course of the workshop:

- Case Study Vs Case History
- Why Use Cases?
- Skills Developed By Cases
- What Makes a Good Case
- Sources Of Cases
- Why Write A Case Study?
- Typical Case Layout
- Action Triggers
- What Does a Poorly Constructed Case Look Like?
- Think Beyond Commercial
- Sourcing And Collecting Data
- Common Errors And How To Avoid Them
- Editing A Case
- Is A Teaching Note Essential?
- What Should A Teaching Note Contain?
- What Is Expected Of The Student
- Learning Process
- Individual Preparation
- Small Group Discussion
- Key Considerations

Participants may submit a copy of a case study that they have written if they wish to receive feedback during the workshop. Cases should be emailed to thomas.cooney@dit.ie and should be received no later than Tuesday September 16th.