



CORPORATE UNIVERSITY RESEARCH



Corporate University Research (CUR) helps organizations set up or improve their corporate universities or training departments – strategic investments in talent that drive competitive differentiation.

2014

Case Teaching Workshop

RESEARCH

Providing benchmark assessments, best practices, and research on market trends

CONSULTING

Building strategy, curriculum & technology for world class organizations

EDUCATION

Developing new skills for leading learning organizations

Case Teaching Workshop

Complex business environments involve constant change. They require us to learn, adapt and collaborate in new ways.

- How do we define the right questions, think analytically and reflect critically?
- What processes enable reflection on both current and new business experiences?

For more than 100 years, some of the most prestigious business schools and universities have used the case method as a means to both transfer knowledge and encourage critical thinking. The average student at Harvard Business School's Advanced Management Program (AMP), for example, will prepare, debate and debrief over 50 cases as part of their 7-week executive education experience. They learn how to analyze and think about new business challenges.

For More Information

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Who Should Attend?

The workshop is intended for learning professionals, teachers and business leaders who serve as teachers and discussion leaders.

Sample Program Objectives:

- Understand the principles of the case method and Participant Centered Learning (PCL).
- Develop a common structure for teaching case-based programs.
- Participate in case preparation, case team analysis and debriefing as a case student.
- Practice the selection, preparation, facilitation and debriefing of business cases as a discussion leader.
- Share insights on case teaching challenges and techniques.
- Share reflections on how to apply discussion leadership principles within each participant's business unit.