



Case Writing Workshops

In Memory of Prof. Dr. Muhan Soysal



WORKSHOP 1
Advanced Case Writing
Ankara, June 10-11, 2013

WORKSHOP 2
Teaching with Cases
Istanbul, June 12, 2013

WORKSHOP 3
Case Writing
Istanbul, June 13, 2013

organized by

METU Department of Business Administration

İstanbul Technical University, Department of Management Engineering

METU Entrepreneurship Research Center

Call for Participants

Purpose of the Workshops: The case study method relies on bringing interesting, real-world situations into the classroom and places the student in the position of the business manager who has to analyze the situation and make decisions. While discussing cases in class, the student not only hones his/her skills on information processing, critical thinking, and decision making, he/she also learns from other participants' points of view. The student is expected not to just find good solutions to the problems identified, but also to express them in written and oral form in a convincing manner. Conducted properly, case analysis can be extremely beneficial in preparing students for careers in management.

With the ultimate aim of broadening the use and effectiveness of case usage in the teaching of business disciplines, these workshops are geared towards sharpening faculty member skills in the case method of teaching. For this aim, three workshops will be conducted: **1- advanced level case writing** (Ankara, June 10-11, 2013) **2- teaching with cases** (Istanbul, June 12, 2013) and **3- introduction to case writing** (Istanbul, June 13, 2013). The first and third workshops will discuss issues related to case design, case editing, and teaching note development, whereas the second workshop will focus on teaching approaches, learning experiences, and case delivery.

Who Should Attend? These workshops are offered only to teaching faculty at degree-granting Business schools and departments of Management. The workshop

will be conducted with faculty members who have some experience teaching with cases and have developed ideas or drafts for a case study. Upon registration, you will receive a confirmation e-mail with necessary pre-workshop preparation information. Space is limited and registration will be done separately for each Workshop. Workshop 1 will be conducted with a small group of faculty members who have some previous training and/or experience in developing cases and are expected to come with some draft cases. Workshop 2 will be conducted with faculty members wanting to develop their case teaching skills. Workshop 3 will be conducted with a small group of faculty members who have some previous experience teaching with cases and would like to learn about developing ideas for a case study. All workshops will be conducted in English.

Registration and Fees: Applications and acceptances will be carried out separately for each workshop. Please fill in the application forms provided. Fees for each of these workshops typically range around €1,000, however, thanks to the generosity of our sponsors we are able to offer them **free of charge**. Applications must be completed and sent to case@metu.edu.tr or alternatively filled online on <http://www.islmuh.itu.edu.tr> by June 3, 2013.

Program details and application forms will be available at <http://ba.metu.edu.tr/casestudy> or <http://www.islmuh.itu.edu.tr/?p=5638>

Facilitator: Scott Andrews, Cardiff University Centre for Lifelong Learning

Having spent 19 years in Management Education, working in Business Schools across the world and with organizations including the World Bank, British Chamber of Commerce, World Health Organization and the Church of England; Scott Andrews now runs a management education, research and training consultancy practice and is employed by Cardiff University's Centre for Lifelong Learning as a lecturer to adult learners in Business and Management. He was the founder Chair of a regional Charitable Trust, member of a senior staff leadership team of one of the largest Anglican Churches in UK, managed a small business, served the Open University and was a Business School Lecturer in SW England. He has 15 years' experience as an international trainer for the European Case Clearing House, based at Cranfield University. He is an International Case Study Trainer and Lecturer in Management and Marketing with experience of managing people, strategy and finance, working in a global business environment, developing the case method, and working alongside key deliverers in Management Education, having worked with academic and corporate clients over the past nineteen years across four continents. He received an MBA from the University of Wales after first graduating with a BSc (Hons) and MSc (Distinction). He is also a member of the Chartered Institute of Marketing, a PRINCE2 practitioner and a Fellow of the Higher Education Academy.

Case Study Workshops

June 10-13, 2013

APPLICATION FORM

(Please fill in the required information and send in the form as an attachment to case@metu.edu.tr or alternatively filled online on <http://www.islmuh.itu.edu.tr> by June 3, 2013.)

Name					
Academic/Job Title					
Institution					
Address					
E-mail		Mobile phone		Fax	
Applying for	Workshop 1 <input type="checkbox"/>				
	Advanced Case Writing (METU, Ankara)				
	Workshop 2 <input type="checkbox"/>				
Teaching with Cases (ITU, Istanbul)					
Workshops 2 and 3 <input type="checkbox"/>					
Teaching with Cases & Case Writing (ITU, Istanbul)					
If applying for Workshop 3 please attach your CV and a brief note of how you have used case studies in class and any preparations you have in terms of case writing.					
YOU WILL BE INFORMED REGARDING YOUR APPLICATION. FOR FURTHER INFORMATION, PLEASE CONTACT case@metu.edu.tr					