

Case Studies as a Teaching Tool in Management Education

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Dominika Latusek (Kozminski University, Poland)

Description:

Management education is one of the most popular fields of study worldwide, and as it continues to grow, so does the need for updated, relevant programs to best prepare students for the business world. Case studies have become popular as a means to teach real world applications, but require flexibility in form and content catered to each audience in order to garner the intended affects.

Case Studies as a Teaching Tool in Management Education demonstrates the benefits and challenges associated with teaching through case studies in management studies, by weaving theory and practice to form a comprehensive outline for educators.

Readers:

This publication is essential reading for managers, business professionals, teachers in higher education, and advanced management students.

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Topics Covered:

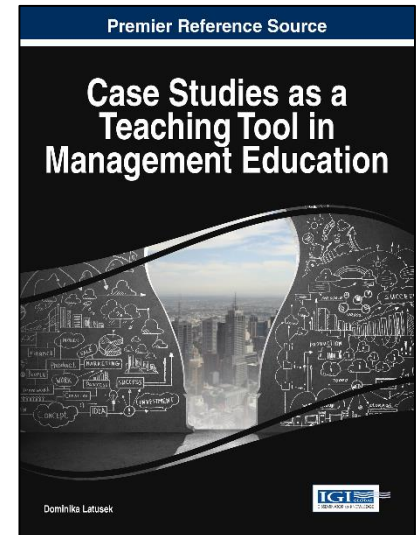
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Table of Contents

Introduction

Dominika Latusek
Kozminski University, Poland

Part I Teaching with case studies

Chapter 1 The Case Study; Much More than just another Story

Joseph Brady
SBS Swiss Business School, Switzerland

Chapter 2 The Pedagogic Possibilities of Student-Generated Case Studies: Moving through the Looking Glass

David Starr-Glass
University of New York in Prague, Czech Republic
SUNY Empire State College, International Programs (Prague)

Chapter 3 Case study method in simulation game design and teaching

Marcin Wardaszko
Kozminski University, Poland

Chapter 4 A Living 'CCC'ase Study: A Business Focused Action-Learning Project

Donna M Velliaris
University of South Australia, Australia
Janine M Pierce
University of South Australia, Australia

Chapter 5 Resolving the Magic Cube of Effective Case Teaching Benchmarking case teaching practices in emerging markets - Insights from the Central European University Business School, Hungary.

Zoltan Buzady
Central European University Business School, Hungary

Chapter 6 Development of knowledge and skills with case method

Kaja Prystupa
Kozminski University, Poland
Omar Luethi
HSO, Switzerland

Part II The art of writing cases for classroom

Chapter 7 Combining Case Teaching and Case Writing Creatively

Urs Müller

ESMT European School of Management and Technology, Germany
Martin Kupp
ESCP, France

Chapter 8 The Application of the Learning Sciences to the Design of Business Education Cases

Michael D. Hamlin
Touro University Worldwide

Chapter 9 Management Methodology: Crafting Creative Case Studies to Capture Concepts and Contexts for Course Clarity

Janine M Pierce
University of South Australia, Australia
Donna M Velliaris
University of South Australia, Australia

Chapter 10 'Case Writing Canvas': A Simple Tool for Managing Complexities of Case-development Process

Tomasz Olejniczak
Kozminski University, Poland

Chapter 11 Writing a Case Study: Research Design

Anna Pikos
Kozminski University, Poland

Chapter 12 Best practices for writing case studies

Justyna Starostka
Kozminski University, Warsaw, Poland
Bartłomiej Kurzyk
University of Lodz, Faculty of Management, Poland

Part III Challenges of case method in specific contexts

Chapter 13 Case study as a teaching method in marketing

Marcin Awdziej
Kozminski University, Poland

Chapter 14 Gap Between Theory and Practice in Management Education: Teaching Entrepreneurship Through Practice

Elona Garo
University of Tirana, Albania

Chapter 15 Case-Based Teaching in Short-Term Management Development Programs: Opportunities and Challenges

Pavel Lebedev
IEDC Bled School of Management, Slovenia

Dominika Latusek, PhD - Associate Professor of Management and Organization Theory at Kozminski University (Poland), Affiliated Researcher at Institute for Research in Social Sciences at Stanford University (USA). Supported by National Center for Research and Development in Poland, she leads the project of building the first repository of professional case studies for management in Poland. Her research interests are situated at the intersection of inter-organizational relations and trust.