

Business Competitiveness Case Writing for Teaching Workshops

1 Day Workshop

CONTEXT

The case methodology in Business Courses uses cases written on Businesses in other parts of the world: the US, Europe even LA. While this global perspective is important, it should be supplemented by home grown case experience. Unfortunately, there is a dearth of case material on Caribbean Firms or Clusters. This workshop is aimed at filling the gap through a two prong training initiative.

- a. A one day case writing methodology workshop.
- b. A case practicum over 2 months wherein participants choose and write up a Business Case under the supervision of the Course facilitator who will review at three stages.

OBJECTIVES: To train a cadre of academics in the techniques of Business Competitiveness Case Writing.

To build up a database of regional business cases to be used as a teaching tool.

TARGET AUDIENCE: Academics from Business Schools, Management and Economic Departments and other related fields.

DELIVERABLES:

Participants will learn:

- ✚ How to choose a case topic.
- ✚ Techniques in designing the case structure.
- ✚ Strategies to write the case.
- ✚ How to develop supporting material.
- ✚ How to prepare teaching notes.