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THE CASE STUDY HANDBOOK

A STUDENT'S GUIDE

William Ellet

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The Case Study Handbook William Ellet, 2007 If you've enrolled in an executive education or MBA program you've probably encountered a powerful learning tool the business case This text presents a potent approach for analysing discussing and writing about cases **The Case Study Handbook, Revised Edition** William Ellet, 2018-08-28 The guide all MBAs and executive education students need If you're enrolled in an MBA or executive education program you've probably encountered a powerful learning tool the business case But if you're like many people you may find interpreting and writing about cases mystifying and time consuming In *The Case Study Handbook Revised Edition* William Ellet presents a potent new approach for efficiently analyzing discussing and writing about cases Early chapters show how to classify cases according to the analytical task they require making a decision performing an evaluation or diagnosing a problem and quickly establish a base of knowledge about a case Strategies and templates in addition to several sample Harvard Business School cases help you apply the author's framework Later in the book Ellet shows how to write persuasive case analytical essays based on the process laid out earlier Examples of effective writing further reinforce the methods The book also includes a chapter on how to talk about cases more effectively in class Any current or prospective MBA or executive education student needs this guide

How to Discuss a Case William Ellet, 2007 Summary of William Ellet's The Case Study Handbook Everest

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When I was enrolled in the MBA program at Harvard Business School HBS in the early 1980s the curriculum consisted of nearly 900 case discussion 15 per week and perhaps as many as 20 class periods given over to lecture style presentations When I teach a case method graduate course at my own institution on the other hand I am constrained to 11 case discussions a 12 week semester As it happens I am also the only course in the entire program that employs pedagogy reasonably faithful to the case method as it is normally defined The math is very simple By the last day of my semester my students have as much experience discussing cases as I did on Thursday afternoon of the first week of my two year MBA program at HBS With the exception of faculty teaching at those rare institutions that have chosen to widely adopt the case method the situation I face is commonplace The second concern that existing books raise for me is their tendency to focus on isolated topics Specifically case facilitation case writing and case research are treated as separable activities I would argue that these three aspects of the case method which I define quite broadly are inseparable For institutions that wish to achieve the full set of benefits provided by the case method all three activities must be pursued in parallel Perhaps this is why so few institutions have achieved success through the case method In this book I will argue that achieving such integration is precisely why those rare institutions have been so successful Once you start believing that the case method can be a key to institutional success how you get there becomes a real challenge At leading institutions featuring the case method such as HBS the philosophy is largely learned through a period of apprenticeship For example I did not encounter any of the references mentioned in the first paragraph excepting Yin at any time during my 5 year doctorate at HBS Instead I went out and wrote cases facilitated discussions and did research under the guidance of faculty members who were masters of the craft How can someone without the benefit of such an experience acquire such mastery While I cannot offer any promises in this regard I will at least provide some examples and easy to follow checklists that may be of service to individuals getting started

Instant Case Studies Jean Barbazette, 2004 Publisher Description **Teaching with Cases** William Thomas

Schiano, Espen Anderson, Bill Schiano, 2014 Case method teaching immerses students in realistic business situations which include incomplete information time constraints and conflicting goals The class discussion inherent in case teaching is well known for stimulating the development of students critical thinking skills yet instructors often need guidance on managing that class discussion to maximize learning Teaching with Cases focuses on practical advice for instructors that can be easily implemented It covers how to plan a course how to teach it and how to evaluate it The book is organized by the three elements required for a great case based course 1 advance planning by the instructor including implementation of a student contract 2 how to make leading a vibrant case discussion easier and more systematic and 3 planning for student evaluation after the course is complete Teaching with Cases is ideal for anyone interested in case teaching whether basing an entire course on cases using cases as a supplement or simply using discussion facilitation techniques To learn more about the book and to see resources available visit teachingwithcases.hbsp.harvard.edu *The Case Study Handbook - Everything You*

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