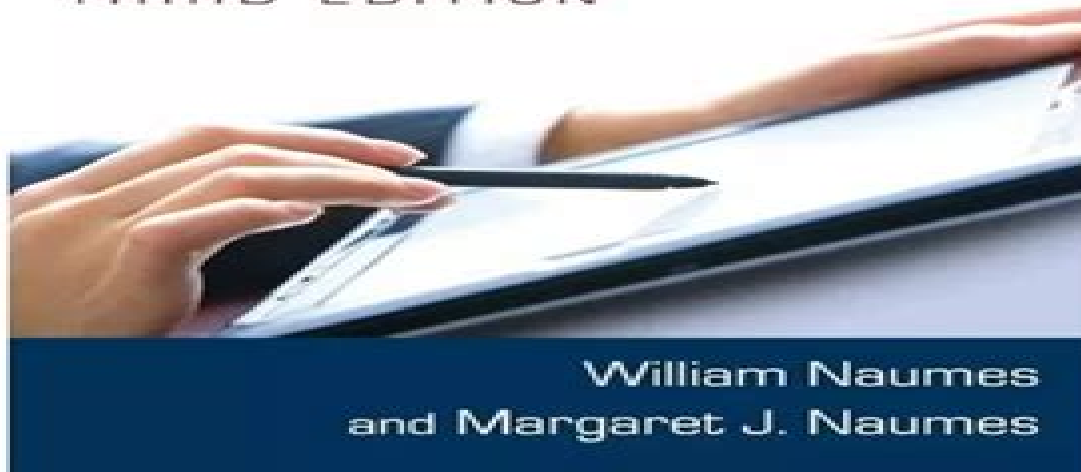


The Art and Craft of Case Writing

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Art And Craft Of Case Writing

William Naumes, Margaret J. Naumes



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The Art and Craft of Case Writing William Naumes, Margaret J. Naumes, 1999-07-07 This practical comprehensive and multidisciplinary guide takes readers through the entire case writing process including the development of objectives data collection drafting the case testing and revising and the development of polished teaching notes Skills for writing both teaching cases and research cases are included The authors draw on their experience as case writers and facilitators of case writing workshops to take the reader through the entire case writing process The book is generously illustrated throughout with examples and anecdotes from the authors experiences The Art and Craft of Case Writing William Naumes, Margaret J. Naumes, 2014-12-18 Filled with helpful checklists charts and suggestions for further reading this practical comprehensive and multidisciplinary guide takes readers through the entire case writing process including skills for writing both teaching cases and research cases This edition includes new discussions of students as case writers and how to interpret and respond to reviews as well as updated and expanded material on video multimedia and Internet cases The Art & Craft of Case Writing William Naumes, Margaret J. Naumes, 2006-01-01 Whether an experienced case writer or a novice anyone conducting case research in business and the social sciences should pick up a copy of The Art and Craft of Case Writing **The Art and Craft of Case Writing** William Naumes, 2006 A practical comprehensive and multidisciplinary guide that blends an informal workshop style with solid theory and practice It is suitable for those conducting case research in business or the social sciences whether experienced or novice It also includes skills for writing both teaching cases and research cases *How to Write Great Business Cases* Karin Schnarr, Meredith J. Woodwark, 2023-07-01 Offering a step by step guide on how to write an impactful decision based teaching case for business education this book aids in the creation of resources that will be essential for an academic curriculum It demonstrates how the case and teaching note can be prepared and presented for a successful submission to publishers **Teaching Management** James G. S. Clawson, Mark E. Haskins, 2006-08-03 How can every management class be a dynamic unforgettable experience This much needed book distills over half a century of the authors combined experience as university professors consultants and advisors to corporate training departments In a lively hands on fashion it describes the fundamental elements in every learning situation allowing readers to adapt the suggestions to their particular teaching context It sparks reflection on what we do in the classroom why we do it and how it might be done more effectively The chapters are broadly organized according to things you do before class things you do during class and things you do in between and after class so that every instructor whether newly minted PhDs facing their first classroom experience experienced faculty looking to polish their teaching techniques consultants who want to have more impact or corporate trainers wishing to develop in house teaching skills can benefit from the invaluable advice given **The Ultimate Case Guide** Martin Kupp, Urs Mueller, 2024-11-19 Unlock the secrets to mastering the teaching and writing of case studies with The Ultimate Case Guide This essential resource offers faculty educators and trainers in all management disciplines a

comprehensive exploration into the effective use of the case method Learn about the history philosophy and pedagogical benefits of case based education Explore how to use case studies to teach individual sessions or entire courses And discover how to craft compelling case studies that enhance learning outcomes and engage students in meaningful ways The book begins with a thorough examination of the origins and evolution of the case method providing readers with context for its continued relevance in contemporary education From there The Ultimate Case Guide details practical strategies for conducting dynamic classroom sessions where theory is not merely taught but experienced and challenged Readers will learn how to facilitate discussions that promote critical thinking problem solving and decision making mirroring the complex challenges faced in the real world Furthermore this guide breaks down the art of writing effective case studies It covers every step from choosing the right topic conducting research to storytelling techniques that captivate and educate This chapter also describes how to create teaching notes that serve as roadmaps for delivering impactful lessons for yourself and other educators Whether you are a seasoned professor at a business school a corporate trainer aiming to enhance your training sessions or a newcomer to the field of educational case studies this book provides all the tools necessary to transform classroom theory into dynamic practical learning experiences The book emphasizes the importance of adapting teaching methods to fit your individual learning environment and student needs ensuring that each case study not only educates but also inspires Ideal for those committed to excellence in teaching The Ultimate Case Guide will help you elevate your educational approach making your teaching sessions more interactive engaging and effective With this guide prepare to bring the complexities of real world decision making into the classroom fostering an enriching learning environment that prepares students for the challenges of the business world Contemporary Issues Surrounding Ethical Research Methods and Practice

Anyansi-Archibong, Chi B.,2015-04-30 Advanced technology driven globalization has not only revolutionized world economic growth but has also improved cross border research methods inevitably influencing ethical behaviors Increases in interdisciplinary and cross cultural research collaboration have further enhanced issues surrounding ethical research and practice Contemporary Issues Surrounding Ethical Research Methods and Practice identifies the impact of globalization advanced technology and international collaboration on ethical research methods and practice This comprehensive reference work serves as a critical resource for institutions organizations and individuals seeking further understanding of ethical research practices This publication reveals the numerous issues in research ethics and practice including but not limited to law and economics of integrity as social capital ethical research issues in Africa research issues in Saudi Arabia ethical issues in qualitative research methods research with teen mothers and IRBs ethical research and decision making models a framework for ethical decision making in cross cultural settings and research ethics education

Theory and Practice of Case Method of Instruction B. Bhattacharyya,2009 With reference to India Case Study Methodology in Higher Education Baron, Annette,McNeal, Kelly,2019-06-28 In higher education case studies can be utilized

to have students put themselves into problems faced by a protagonist and by doing so address academic or career related issues Working through these issues provides students with an opportunity to gain applied perspective and experiences Professors in higher education who choose this method of teaching require navigational tools to ensure that students achieve stated learning objectives Case Study Methodology in Higher Education is an essential research publication that focuses on the history and theories relating to case study methodology including techniques for writing case studies and utilizing them in university settings to prepare students for real life career related scenarios This publication features a wide range of topics such as educational leadership case writing and teacher education It is essential for educators career professionals higher education faculty researchers and students

Handbook of Teaching with Technology in Management, Leadership, and Business Stuart Allen, Kim Gower, Danielle K. Allen, 2020-09-25 Ever evolving technological innovation creates both opportunities and challenges for educators aiming to achieve meaningful and effective learning in the classroom and to equip students with a well honed set of technology skills as they enter the professional world The Handbook of Teaching with Technology in Management Leadership and Business is written by experienced instructors using technology in novel and impactful ways in their undergraduate and graduate courses as well as researchers reporting and reflecting on studies and literature that can guide them on the how and why of teaching with technology *Proceedings of IAC-ETeL 2014* Collective of authors, 2014-02-24 [The Case Writing Workbook: A Self-Guided Workshop](#) Gina Vega, 2014-12-18

Readable and practical this workbook provides technical assistance and concrete advice for researching writing and teaching with cases The exercises and worksheets encourage practicing skills and serve as a handy and affordable workshop alternative for both novice and experienced case writers Nine stand alone modules and 79 exercise worksheets guide case authors through the entire case writing process from research through publication Special topics such as teaching students to write cases learning how to review for others and collaborative writing techniques are explained and will grab the readers attention The book is written in a to the point engaging manner and avoids academic jargon acronyms and inside terminology It can be used as a stand alone volume or in concert with any other case writing manual

Case Studies in Strategic Management Gunther Friedl, Andreas Biagosch, 2018-09-08 Most business schools use case studies in their courses However these are typically based on past cases and assigned to students to solve This book describes a new approach for teaching with case studies which was developed and applied successfully at TUM School of Management In this approach student teams write and solve their own case study on a topic concerning current and future businesses A case can thus be on their own startup or a strategic decision of existing companies During the course the students receive intensive coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question The authors present 17 cases covering strategic questions for startups and technology companies such as Deutsche Post BMW Ryanair Lufthansa Stadtwerke München Fielmann adidas Siemens

Caribou Biosciences eon Airbus Unicredit and UBS Cases on Healthcare Information Technology for Patient Care Management Sarnikar, Surendra,Bennett, Dorine,Gaynor, Mark,2012-12-31 Health care organizations have made investments in health information technologies such as electronic health records health information exchanges and many more which have increased the importance of Health Information Technology studies Cases on Healthcare Information Technology for Patient Care Management highlights the importance of understanding the potential challenges and lessons learned from past technology implementations This comprehensive collection of case studies aims to help improve the understanding of the process as well as challenges faced and lessons learned through implementation of health information technologies Science Stories Clyde Freeman Herreid,Nancy A. Schiller,Ky F. Herreid,2012 Stories give life and substance to scientific methods and provide an inside look at scientists in action Case studies deepen scientific understanding sharpen critical thinking skills and help students see how science relates to their lives In Science Stories Clyde Freeman Herreid Nancy Schiller and Ky Herreid have organized case studies into categories such as historical cases science and the media and ethics and the scientific process Each case study comprises a story classroom discussion questions teaching notes and background information objectives and common misconceptions about the topic as well as helpful references College level educators and high school teachers will find that this compilation of case studies will allow students to make connections between the classroom and everyday life *Publish Don't Perish* Robert N. Lussier,2010-08-01 Today publish or perish is hitting virtually all colleges and universities As much as we may love to teach without publishing we may not get a faculty position not get tenure and promotions and publishing often affects our salaries and ability to move to a new position Therefore the purpose of this book is to help you get your academic work published Thus anyone who is interested is getting ideas that will help them get published and those who would like to help others publish can benefit from this book

Teaching Your First Class Bruce D. McDonald III,William Hatcher,2024-07-29 Doctoral programs provide training and mentorship for engaging in research but they rarely provide training on how to be effective in the classroom leading to many graduates obtaining their first faculty position with little to no teaching These new faculty need a resource to help them navigate such difficult terrain and be successful teachers This book was crafted with them in mind and is a straightforward guide for the new instructor in a higher education classroom This book discusses the latest research about how to be effective in the classroom covers topics ranging from classroom management to incorporating case studies to understanding student evaluations focuses on learning in the virtual classroom with chapters dedicated to different course delivery modalities incorporates effective exercises used in the classroom that are based on evidence showing how the activities promote learning includes chapters with strategies concerning how instructors can assess their success in the classroom and become better teachers comes with a new introduction and is supplemented by review questions Teaching Your First Class is a highly valuable reading for all those engaged in initial teacher education professional development and new faculty The

chapters in this book were originally published in the Journal of Public Affairs Education Scholarly Ethics and Publishing: Breakthroughs in Research and Practice Management Association, Information Resources,2019-03-01 A vital component of any publishing project is the ethical dimensions which can refer to varied categories of practice from conducting a proper peer review to using proper citation in research With the implementation of technology in research and publishing it is important for today s researchers to address the standards of scientific research and publishing practices to avoid unethical behavior Scholarly Ethics and Publishing Breakthroughs in Research and Practice is an essential reference source that discusses various aspects of ethical values in academic settings including methods and tools to prevent and detect plagiarism strategies for the principled gathering of data and best practices for conducting and citing research It also assists researchers in navigating the field of scholarly publishing through a careful analysis of multidisciplinary research topics and recent trends in the industry Highlighting a range of pertinent topics such as academic writing publication process and research methodologies this publication is an ideal reference source for researchers graduate students academicians librarians scholars and industry leading experts around the globe *Teacher Leader Stories* Judy Swanson,Kimberly Elliott,Jeanne Harmon,2011-06-28 This practical guide provides compelling case studies explicit guidance on using case writing and case analysis and a facilitator s guide to enrich teachers professional learning

Whispering the Strategies of Language: An Emotional Journey through **Art And Craft Of Case Writing**

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