



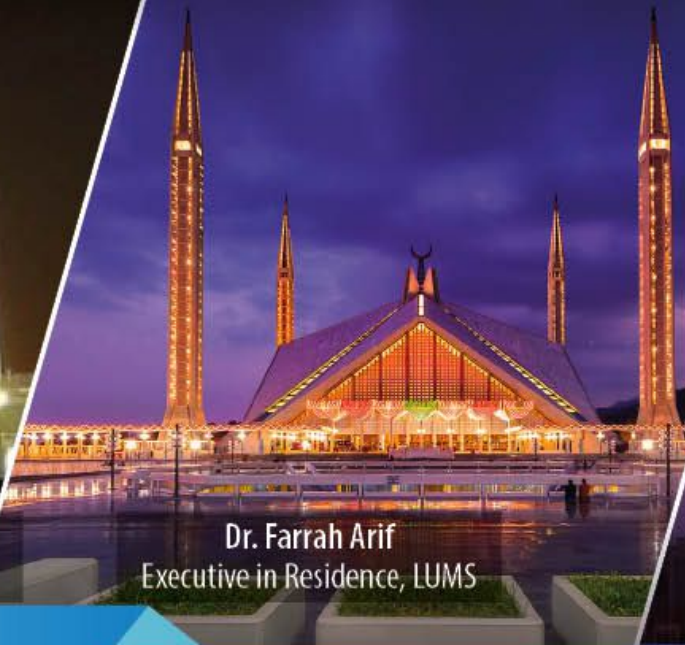
NATIONAL BUSINESS EDUCATION ACCREDITATION COUNCIL
HIGHER EDUCATION COMMISSION

KARACHI



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VENUE
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Workshop on
Teaching Through Cases

19th September, 2019

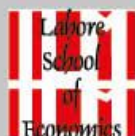
Register online:
[@nbeac.org.pk/workshop](http://nbeac.org.pk/workshop)

Registration Fee:
Rs. 25,000/-

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Objectives

The case teaching method has been one of the most popular and successful method of teaching in business schools, especially in the business disciplines all over the world. This workshop is aimed at encouraging business faculty from Pakistani business schools to improve their case teaching skills.

This workshop also provides a platform for experienced faculty members to discuss on a specialized platform their learnings, and the issues they faced in applying the case method, from previous teaching of cases in Pakistan. This workshop is not a one-off intervention but part of a long-term effort by NBEAC to improve business school teaching in Pakistan.

Course Content

Faculty members of Pakistani business schools will learn how to teach a case to the MBA audience in a business school. At the end of the workshop, they will feel more confident around the following questions:

- 1. What is a case?
- 2. Why the case method is one of the best pedagogical strategies to teach MBA audience?
- 3. What is required in teaching a case?
- 4. How can/should a case be taught?
- 5. What problems does a case method teacher usually face when teaching a case to an MBA audience?
- 6. How to improve, and keep improving, one's teaching of cases?

Learning Outcomes

- 1. Use the case based methodology for teaching business disciplines and to business executives
- 2. Develop concepts and techniques to apply cases on different topic(s)
- 3. Improve students engagement in class discussions
- 4. Demonstrate how to use academic concepts pertaining to a particular subject to business situations through the case method
- 5. Use case-based activities in class

Structure

The workshop will be conducted over one day by three experienced case method teachers and is divided into two parts. In the morning session, participants will wear a "student hat" and the case teacher will wear "teacher hat". This will allow participants to sit through in a demonstrative session (an exemplar) of case method teaching. Participants will "unpack" one or two cases in this session: They will have read and prepared the case(s) assigned to them. They are required to participate "100%" through asking questions and through arriving at some sort of a solution (or solutions) under the guidance of the "facilitator".

In the second session, both the participants and the teacher will wear "Participants in a workshop" hats and jointly and interactively discuss a) how the first session was managed by the case method teacher b) what were the pros and cons of the first session c) can the first session be generalized to all the cases, all the areas of business education, to all the teachers and so on d) what are the issues case method teachers usually face either in class or in their schools in order to better manage these sessions as well as using cases in their programs.

This one-day workshop is not supposed to, nor can it transform every singly faculty member into becoming a top class case method teacher. However, it will certainly help improve their skills and launch them on a path of constant amelioration of their case method teaching skills.