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## CASE WRITING IN ACTION

A one day conference/workshop for new and veteran case-writers including optional case presentations and critiques

**Friday, October 13, 2006**

**Babson College, Wellesley, MA**

*Sponsored by:*

**Babson College**

**Bentley College**

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**WACRA - World Association for Case  
Method Research and Application**

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This intensive hands-on **Case Writing in ACTION** conference and workshop is devoted to exploring the underlying dynamics of the case method and to empowering participants to write “cases” that act as catalysts for rich and dynamic collaborative classroom discussions.

Learning by the case method has enjoyed increasing acceptance, not only by business schools, but also across disciplines. It adds a dimension to the learning process that instills the confidence and experience students require to learn how to learn, to be creative, and to make appropriate decisions in whatever fields they pursue. For faculty authors, it instills an intimacy with the curriculum, creates teaching materials that are most closely aligned with teaching objectives, and brings real-world experience into the classroom. Cases are the lightning rods and the catalysts for such experiential learning and cannot be divorced from the entire process.

**Case Writing in ACTION** is designed to be a free-flowing experience in itself. Through a series of interactive exercises, case discussions, small group breakouts, and presentations of participants’ cases, attendees will gain a fresh perspective on developing cases for virtually any discipline and delivered through different media including on-line learning environments. In addition, sessions will be held on structuring the case, story telling, case publishing, creating a compelling instructor’s manual, and acceptance of case development as research.

- Why Write Cases?
- What Makes a Good Case?
- Choosing a Case to Write.
- The Instructor’s Manual.
- Conducting Field Research.
- Story-Telling and Structuring the Case.
- Writing Exercise and Group Critique.
- Publishing, Permissions and Disguises.
- Support from Peers and Associations.

This event is designed for new and veteran case-writers and for teachers from virtually every discipline. It will be fun, inspirational, instructive, and provocative. Its action orientation will provide a platform for taking participants' case-writing to a new level. Attendance is limited, and the price is \$295 per person. Participants will receive a faculty development certificate at the conclusion of this workshop.

### **Guidelines for Case Submissions**

Participants are encouraged to present case ideas to peers at the workshop for group critique and guidance. Please submit brief abstracts of your case objectives, research plan, and abstract as file attachments to [wylie@babson.edu](mailto:wylie@babson.edu). Submissions will be reviewed and, if accepted, distributed to other participants prior to the conference. They should be no longer than two page double spaced.

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For more information and registration,  
visit [www.wacra.org](http://www.wacra.org) and click on "Case Writing Workshop"

**WACRA®**  
**23 Mackintosh Avenue**  
**Needham (Boston) MA 02492-1218**  
**Tel. +781.444.8982 Fax: +781.444.1548**  
**[www.wacra.org](http://www.wacra.org)**  
**Email: [wacra@rcn.com](mailto:wacra@rcn.com)**

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**(See following page for faculty profiles)**

## FACULTY



### **Hans Klein**

Hans is President and Executive director of The World Association for Case Method Research and Application. He has edited over 20 books on interactive, case-method based teaching and learning. Education: Banking Institute Munich, Germany, D.B.A. University of Kentucky, C.M.A. He has and is conducting conferences, seminars and workshops in many Western and Central European countries, South America and in the U.S.A. and speaks frequently at international conferences.

### **John Seeger**

John is a past president of the North American Case Research Association (NACRA) and was editor of the Case Research Journal from 1992 through 1995. He is a Fellow of CASE, the Eastern Case Writers Association, and a member of six other case organizations. He originated the "Case Critique Colloquium" format for review and development of new cases at professional meetings, and serves as a regular panelist in Colloquia at the Academy of Management, the Eastern Academy, and the Northeast Decision Sciences Institute.

### **David Wylie**

David is executive in residence at Babson College and the director of Babson College Case Publishing. He has written over 60 cases at Babson, IMD, at the Harvard Business School, and for a number of corporate clients. He received his BA and MBA from Harvard. He has delivered workshops and seminars on case writing to over 1,000 faculty in seven countries and is a frequent speaker at association meetings and conferences. He was elected to the board of directors of NACRA in 2001 and sits on the editorial board of the Case Research Journal, the Journal of Asian Management Cases, and the International Journal of Case Method Research & Application.