

W A C R A[®]

N E W S

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'Interactive Teaching: New Horizons

Continuing Education & Distance Learning

Bordeaux Business School, June 29 - July 2, 2003

WACRA 2003 in Bordeaux, France

Bordeaux is known throughout the world for its vineyards: Médoc, Saint Emilion, Sauternes... Bordeaux is also a city of 700,000 inhabitants, less than three hours from Paris. City of traditions, its architecture dates from the Middle Ages and the 18th Century. City of commerce, open to its river and the Atlantic Ocean. The city caters more and more to its pedestrians and St. Catherine street is the 'longest commercial shopping street in France and is entirely a pedestrian zone'.

Palais Galien, Cathedrale de St. André, the Opera House, Palais de la Bourse, the Entrepôts Lainé are as much vestiges of a past which spans from now to Roman Antiquity. Bordeaux also is the Capital of the Aquitaine region. A popular city, for a long time British, subsequently built strong commercial relationships with Africa and America. Dutch and Spanish influences are also present. The Atlantic coast, less than an hour away, is known for its pristine beaches. From the castles of the Dordogne in the foothills of the Pyrenees, from the rocks of the Basque coast to the islands of Ré and Oléron, Bordeaux is surrounded by many possibilities for side trips.

The 20th WACRA congress will take place at the Bordeaux Business School (BBS). BBS is one of ten French Schools accredited by EQUIS, the European accreditation standard.



Bordeaux on the River Garonne

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2002 Post Conference Tour: A Chronicle

by Bill Engel

To set the scene for the 2002 WACRA post-conference tour, I would mention that on 3 July, as part of the regular conference schedule, most participants and family members took advantage of the optional boat ride up the *Neckar*, through a fascinating series of locks and then beneath eerie medieval fortress-towers along the steep and thickly forested banks. Then there was the bus trip to *Heidelberg*, where some of us scaled the mountain to the castle to see the Gothic ruins and the vast residential complex that was repeatedly extended between the 13th and 17th centuries. Some shopped, some tasted the local wines, and some visited the university established in 1386 by *Elector Ruprecht I*. Today the *Universitätsbibliothek* houses over 2 million volumes, among the largest in Germany. At the *Rathaus* we were treated to a juice and champagne reception, preceded by an informative address by the vice-mayor, and followed by a seated dinner in a grand Baroque Hall.

Also, on 4 July there was an optional tour to the *Siemens* in *Karlsruhe* (Karl's Rest, so called because the margrave of Baden, *Karl Wilhelm von Baden-Durlach* ordered a lodge to be built in the middle of his favorite hunting grounds in 1715). After a hearty lunch at the *Siemens-Casino*, we strolled through the lush botanical gardens of Karlsruhe, and then each following his or her interest, shopped, and toured the Baroque residence of the Dukes of Baden. Then, in *Insheim*, we were treated to a feast in the courtyard-patio of the painstakingly restored 250-year-

Fatima. In effect then, for those of us

visits scheduled as part of the conference tour, we had six glorious if finding, and more than enough time to

And so, on 5 July, forty jovial people weariness and boarded a luxurious four-star home during the conference, Mannheim. Our first destination was picturesque position on the banks of the raid on 16 March 1945 destroyed 80% *Dresden*, it rose from the ashes. Today and home of an excellent wine. We two prince-bishops, the brothers *Johann Schönborn*, built from 1720-44 using interest was the original staircase with a ceiling fresco in the world, painted by The famous "Mirror Cabinet" was

reconstruction. On our way to lunch, we went halfway across the *Alte Mainbrücke*, and admired from a distance the *Festung Marienberg*, built high on a hill overlooking the River Main. *Julius Echter* changed the fortress into a Renaissance Palace, and it now houses an excellent collection of Franconian art including the world-famous sculptures by *Tilman Riemenschneider*. We enjoyed a typical Bavarian lunch of *Wurst* and *Kraut* in a garden restaurant, followed by free time to shop and visit historic sites, such as the *Dom St. Kilian*, Germany's fourth largest Romanesque church, built 1045-1188, whose patron saint, an Irish monk, came to the city in 686 and met a martyr's death. Some of us took time to browse the antique book shops near the university, and to admire the simple oblong stone tomb of the medieval song-singer (troubadour) *Walter von der Vogelweide* (1170-1230), who claimed he learned his

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old home of Walter Klein and his wife who had taken part in the optional conference as well as the post-jam-packed days of sightseeing, fact-part with our Euros.

shook off any hint of previous travel-touring bus, waving good-bye to our the Dorint Kongress Hotel in *Würzburg*, which occupies a River *Main*. A thirty-minute bombing of the town's buildings, but, like it is the cultural center for *Franconia* toured the *Residenz*, commissioned by *Philipp Franz* and *Friedrich Karl von Balthasar Neumann*'s plans. Of special cantilever cupola and the largest the Venetian, *Giovanni Battista Tiepolo*. reopened in 1987 after nine years of

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From the Executive Board

WACRA 2003, The 20th International Conference on Case Method Research & Application will be hosted by Bordeaux Business School, Bordeaux, France. Bordeaux Business School, one of the leading B-Schools in France, has a close working relationship with multinational companies and a case based curriculum. Bordeaux Business School thrives in diversity and on its mingling of cultures and capabilities. The theme for the WACRA 2003 conference is *Interactive Teaching: New Horizons* with an emphasis on Continuing Education and Distance Learning.

Delegates from around the world, including representatives from affiliated Case Method oriented organizations BACRA (Baltic), CZACRA (Czech), NACRA (North American), and NORACRA (Nordic) will present their ideas and proposals on interactive, interdisciplinary, intercultural and international teaching and learning.

They will report on case method research (ongoing and completed), case writing, simulations and new innovative uses of multi media and interactive teaching methods and applications. As requested by participants, WACRA® is increasing the number of demonstration and interactive, hands-on sessions conducted by experienced, renowned speakers and presenters. The 'Tenth Cross National Teaching Forum on 'Teaching, Culture and Diversity', the Twelfth Annual International Case-writers' Workshop & Case-writers' Colloquium as well as a variety of workshops on 'Case Teaching and Learning' will attract participants from all over the world.

For more details on conference activities refer to dedicated contributions in this NEWSletter. We also invite you to visit the photo galleries of the past WACRA conferences in Sweden, Hungary, Spain, France and past ACT conferences in Vienna, Austria and Lucerne, Switzerland. The photo galleries can be accessed through the WACRA® web site www.wacra.org. Photographs

submitted by delegates capture the magic of WACRA conferences, the academic seriousness, the warm welcome and the charm and beauty of the host countries.

All day pre-conference **WACRA Interactive Case Sessions (WICS)** on Sunday, June 29, 2003 will offer conference delegates the opportunity to attend exciting and intellectually stimulating demonstrations by experts. Dr. James Camerius, Northern Michigan University, Marquette, Michigan, U.S.A. will direct the Case Writers' Colloquium and Dr. Jim Erskine from the



University of Western Ontario, London, Ontario, Canada will conduct several case teaching workshops. Dr. Carmen Vega Carney, AGSIM, Glendale, Arizona, Dr. Amelia Klein, Wheelock College, Boston, Massachusetts, U.S.A. and Dr. Josef Broder, University of Georgia, Athens, Georgia, U.S.A. will continue the dialogue begun at previous conferences.

The *WACRA Standard Committee on Case Method activities* for tenure and promotion considerations will report the findings of the case use survey conducted during the Fall.

'Early arrivals' - you might want to plan to arrive in France on Friday or Saturday to overcome the jet lag - will have the opportunity to 'meet the hosts up-close and personal' during an optional event which begins at the *Hôtel de Ville* (City Hall) of a suburban Bordeaux Municipality. A presentation by its mayor will allow you to learn first hand about public services in France. In the evening, a visit to a *Centre Commercial* (French Mall) is followed by an outdoor dinner on the shores of the River *Garonne*.

Highlights of the conference include on

Sunday evening and the special reception and dinner at the *Café Louis*, situated under the arcades of the Bordeaux Opera in the center of town. Official Welcome by Dean George Viala of the Business School.

For plenary and concurrent expository sessions and events details please refer to dedicated sections of this NEWSletter.

On Monday, June 30, 2003, *le Président de la Chambre de Commerce de Bordeaux* will host the annual gala awards dinner at the riverside *Palais de la Bourse*.

On Tuesday, July 1, 2003, after the morning sessions and lunch, the conference will reconvene from Bordeaux by bus to the vineyards and town of *St. Emilion*, classified by UNESCO as a Patrimony of World Heritage.

WACRA® conferences strive to promote the development of new teaching-learning methodologies in an international, intercultural, interdisciplinary environment. Meeting the hosts of each year's

international conference and learning about the culture and national heritage of the host country are important ingredients of the success of WACRA® conferences.

A four day, educational-cultural post-conference tour, beginning in Bordeaux and ending in Paris will take participants to some of the most attractive parts of France. For details refer to the page 7 and the WACRA homepage www.wacra.org.

The guided educational-cultural tour will provide the opportunity of learning about the host country and its people. June and July are high travel months in Europe. **Registration before March 3, 2003 is important** to allow WACRA to make all arrangements.

The conference language for WACRA 2003 is English. WACRA® will continue the tradition begun several years ago. The program will include tracks in French and Spanish if requested. You are invited to submit papers, proposals, workshops, simulations, panels etc. (in English, German, French and Spanish) for the double blind peer review process which will take place in January of 2003. We will be able

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The Magic of ACT6 in Lucerne

After a two year hiatus, the Academy for Creative teaching returned to Lucerne, Switzerland for the **Sixth International Creative Teaching Conference**. Participants from a variety of countries were not perturbed by winter weather and many hours of air travel - 22 hours from Taiwan - to meet at the Five Star Palace Hotel in Lucerne, Central Switzerland, a quick train ride from the Zurich International airport.



Vitznau Landing

The commitment and enthusiasm of participants, spouses and partners was infectious and very much apparent already during the optional pre-conference excursion on the day before the conference. Strong winds blowing in from the Atlantic forced the suspension of all cable car operations in Switzerland, including the only winter ascent to Mount Pilatus, the destination of an optional pre-conference event. For a short moment there was disappointment. What shall we do? Cancel? Go to Berne, the Capital? Zurich, the financial center and forego the mountains? Susi, the Lucerne guide who had accompanied previous ACT conference attenders said with a twinkle in her eyes: In Switzerland you can get to the top of a mountain in a variety of ways: by cable car, walking, climbing... or taking a cog railroad. So, without much ado, the destination was changed from Mt. Pilatus to Mt. Rigi, the Queen of Swiss Mountains, a

short bus ride from Lucerne. The perseverance was rewarded by an incomparable, wide reaching panoramic view.

A cultural-educational highlight of the conference was the excursion to the **Abbey at Einsiedeln**. Participants traveled by motor coach across snow covered mountains through Central Switzerland to one of the great Abbeys and cultural sites in the world.

In 835, Meinrad, a Benedictine monk from the Island of Reichenau in Lake Constance, withdrew as a hermit into the "Dark Forest". Other hermits followed, among them bishop Benno from Metz in Lorraine. In 934 Eberhard, a noble priest and canon of the cathedral of Strasbourg, assembled the hermits into a monastic community and in 934 a Benedictine monastery was founded. Later excellent teachers lived here, e.g. Blessed abbot Gregory of England (+ 996) and St. Wolfgang, the later bishop of Ratisbonne (+ 994). Supported by bishops, by the nobility (especially by the duchess Reginlinda) and by the royal house, Einsiedeln became a spiritual and cultural center for the whole Alemannic region and influenced Bavaria and Upper Italy (monks of Einsiedeln founded and reformed abbeys; other monks were made bishops). After 1100 the prince abbey for social and political reasons, met with a constant decline, so that at the time of the Reformation only one member of the abbey was left. Since the 14th century the Marian pilgrimage has begun to flourish again and after the trials of Reformation although only gradually, prosperity returned, both spiritual and material, and the abbey entered a golden age in the baroque time. After the suppression of 1898 and the three years exile a new start was made. Amidst uncertainty due to continual political troubles, soon a new flowering of the monastery and its abbey school of liberal arts began to unfold. The abbey of Einsiedeln with its Marian shrine became the focus of Swiss Catholic piety and culture and even an international pilgrimage site. In the 19th and 20th century the vitality of the abbey allowed the monks to make various monastic foundations in North and South America, some of which grew bigger than Einsiedeln.



The Abbey at Einsiedeln

The opening plenary session on **Thresholds in Adult Pedagogy: Cooperative Learning Environments** set the tone for the conference by exploring approaches to building a classroom "community of learners". Adult learners are viewed as having multiple needs, which span the social, emotional, cultural, and cognitive domains. Principles of adult pedagogy were applied to professional practice and strategies that promote collaborative problem-solving and dialog as well as professional competencies and skills were examined.

There was a real sense of excitement as participants demonstrated creative teaching and learning methodologies with enjoyable and challenging assignments undertaken by all of the participants during the session entitled **Your Creative Classroom**.

An interactive session, entitled **You've Got to Speak It, Touch It, Organize It, and Apply it to Learn it**, relating the learning

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The Magic of ACT6 ...

experiences of students from seven different U.S. Law schools, was used as a spring board to explore methods that increase the effectiveness of the case method and to develop a pedagogical justification for employing interactive methods. As more teachers better understand student learning and expand their pedagogy, the learning experience of more students will be enhance.

What Barra Ó Cinneide from Ireland said after the ACT1 holds true after ACT6

“There is something special (magical, even) about attending a pioneering event, as was the case with the first WACRA® meeting at the City University, London in 1984... At the track presentations we all had many opportunities to share in and discuss the pedagogical experiences of colleagues in a wide range of topics, enabling us to gain valuable insights into innovative teaching/training approaches that have been successfully implemented. A distinguishing feature of the conference was its ability to transcend disciplines with many presentations highlighting how creative approaches to teaching and learning should, and can, cross the all too prevalent boundaries between disciplines”. WACRA NEWS, Vol. IX No. 1 pg 5.

The excitement, the enthusiasm, **the magic**, was still there at ACT6 and transcended the sessions, cultural events and conference activities.

To further quote Barra Ó Cinneide “I recommend readers who have not yet attended “ACT” to obtain a copy of the ‘Selected Papers’ of any of the conferences held to date in order to sample the flavour of the creative approach to education that ACT and WACRA have been promoting. Better still, make a commitment, now, to attend an ACT or WACRA conference” in Bordeaux (June 2003) and ACT7 in Lucerne, Switzerland (January 2004).



About WACRA®...

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from fifty countries. The organization's objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, doctoral consortia and conferences, including international meetings at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites have included Lausanne & Leysin, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal, Canada; Warsaw, Poland, Edinburgh, Scotland, Marseille, France, Cáceres, Spain, Budapest, Hungary, Lund, Sweden and Mannheim, Germany. Bordeaux Business School in Bordeaux, France will be the host in 2003 (June 29 - July 2, 2003). In 2004, WACRA will meet at UCES in Buenos Aires, Argentina. Membership is open to all individuals and organizations wishing to advance the objectives of the association.

Members receive the NEWSletter, substantial discounts on publications, preferential rates at all WACRA® sponsored meetings, notices and calls for papers. You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on an international scale.



Mill Bridge Lucerne

...From the Executive Board

to accept a few late submissions if time permits. Revised copies of papers accepted (both for presentation and publication) are due at WACRA® before March 25, 2003 accompanied by conference registration and payment. For manuscript preparation and presenters guidelines please visit www.wacra.org.

Airfares across the Atlantic are very competitive. It pays to compare. All fares, however, have one common trait, **as the travel date approaches, the fares go up!!!** Most international airlines and many hotels follow a model of reassessing 'their remaining inventory of unsold space' continuously. In simple terms, to avoid paying the procrastinator's premium, don't wait making your airline and hotel arrangements. Availability of space and price move in opposite directions: as availability decreases, the price increases. For details on hotels, airfares, special events, and program notes visit the frequently updated WACRA® web site www.wacra.org.

Join colleagues from around the world in Bordeaux, France for a *stimulating, exciting and enriching experience.* Hans E Klein

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2002 Post Conference Tour..

craft from the birds. Four small circles are carved in each corner of the slab so that ever after the birds will come to drink and sing over his grave. This gave special poignancy to his great poem which begins: "*Ich saß auf einem Stein*" ("I sat upon a stone... And there with much intensity / pondered life upon this earth.")

From *Würzburg* we went to *Rothenburg ob der Tauber*, just 80 meters above that slow and silent river. Beginning at the *Marktplatz*, where the Rathaus Towers date back to 1250 and 1400, we followed the Night Watchman on his rounds at dusk and learned about everyday life in a walled city: about the importance and storage of salt, the penalties for coming home after curfew, and the disposal of refuse. We marveled to hear the dramatic recitation of the glory-days in the 1270s when Rothenburg was a free town within the Holy Roman Empire and was allowed to use its own weights and measures-a big deal indeed during the period; of the ill-starred decades during the Thirty Years War (1618-48) when this Protestant stronghold was taken by the Catholic *General Tilly* in 1631, and the whimsical way it was spared from utter destruction (a Councillor, the former mayor, drinking nearly 4 liters of wine in more miraculous way it was kept in World War II (an American his youth a visitor-souvenir-Aunt's kitchen). Because it time of the Counter-Reformation rest of Southern Germany, and, tourist attraction. The next continued south, stopping at a mass was being celebrated, and Road, to *Dillingen and der Danube*) to visit the *Studienkirche* and gold ornamentation. We account of the Golden Hall and Academy for teachers' in-service training, formerly a university and Jesuit college. The last Count of Dillingen presented the town to the Bishopric of *Augsburg*, and from the 15th century until secularization the town was the seat of the government for the region and the residence of the bishops.



from utter destruction (a *Nusch* agreed to the challenge of one draught); and of the even from being bombed by the Allies general had remembered from picture of this quaint town in his remained a poor town from the on, it did not modernize with the as a result, remains a unique morning, Saturday 6 July, we monastery in *Neresheim* where then traveled along the Romantic *Donau* (Dillingen on the River with its intricately carved stucco were also treated to a detailed the ceiling program in the

On the way out of town Hans Klein, who had grown up nearby, recounted the story of a boyhood classmate who found Roman coins in one of the fields. We ended up at the base of the *Ammergau* Alps, in *Füssen*, and hiked up the steep hill leading to the fairy tale castle of Bavaria's eccentric King *Ludwig II*, *Schloß Neuschwanstein*, which draws on a variety of historical styles and fired the imagination of, among others, Walt Disney. Built in 1869-86, it was left unfinished at the time of his untimely death, which to this day is shrouded in suspicious circumstances, for both he and his physician were found drowned in a shallow lake, and Ludwig was known to have been a hearty swimmer. This was the first European castle to have running water throughout and flushing toilets. Despite his looking back to Byzantine designs and medieval themes for the decoration of his castles, he was very forward-looking when it came to governing. With regard to humanitarianism, he was among the first to support the Red Cross; and with regard to the arts, he was *Richard Wagner's* greatest patron, making possible the *Festspielhaus in Bayreuth* designed specially for the performance of Wagner's operatic spectacles that glorify Germany's heroic past. Ludwig sought to raise the educational level of the people entrusted to him by building schools, and was much admired by them for this; in fact, the townspeople barred the doors to the castle when government officials attempted, unsuccessfully at first, to remove him and put him on trial for insanity. He even commissioned

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2003 Educational-Cultural Post Conference Tour Brittany - Normandy - Paris

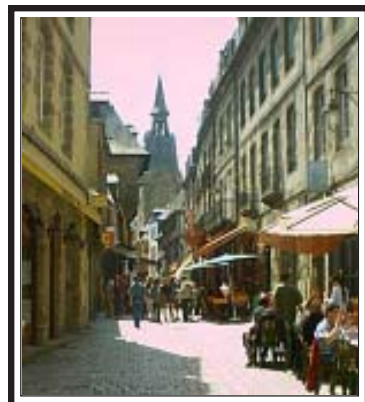
Day 1

The educational-cultural post conference tour (immediately after WACRA 2003) will take participants from the vineyards of Bordeaux to the small town of Cognac the birthplace of François I and the cradle of the fine brandy which bears its name. A visit to *Martell*, the oldest of all the Cognac distilleries includes seeing the semi-automated bottling process, and the stores and cellars where the brandy is left to age for 6 to 8 years in oak barrels. Before going back to the hall for a tasting session, we are invited to take a look at the most prestigious wine stores, known as *purgatoire* (purgatory) and *paradis* (heaven) in which some of the brandies have been aging in *demi-johns* for over a hundred years. First overnight stop is *Nantes*, a city of the arts, a great industrial city, and the seat of a big university. Located on the confluence of the rivers *Loire*, *Sèvres* and *Erdre*, Nantes is the historic capital of the *Dukes of Brittany* and has a well preserved maritime and river-based history. It has now become the capital of the region called *Pays de la Loire*.



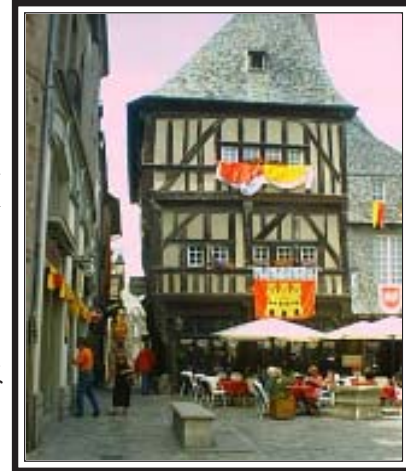
Day 2

From Nantes north to *Vannes*, a medieval city, enclosed by ramparts and grouped around the cathedral, was built in the shape of an amphitheater at the head of the *Golfe du Morbihan*. Sights in the picturesque town full of creperies, cafés, restaurants and boutiques include the ramparts, some old wash-houses, the Cathedral of *St. Pierre*, various palaces and museums. Ample free time is planned for this visit. From *Vannes* via *Dinan* (its old houses and streets are girt by ramparts and guarded by an imposing castle) to *St. Malo*, a unique site in France and one of the great tourist centres of Brittany. Few towns have had as many famous sons as St. Malo over the centuries, to name just a few: *Jacques Cartier* who left in 1534 to look for gold in Newfoundland and Labrador: instead he discovered the mouth of the *St. Lawrence River*, which he took to be the estuary of a great Asian river.



As the word Canada, which means 'village' in the Huron language, was often used by the Indians he encountered, he used the word to name the country. *Porcon de la Bardinai*s who has been charged in 1655 by the St. Malo ship owners to defend their ships against the Barbary pirates, was captured and taken before the *Dey of Algiers*. The Dey sent him to *Louis XIV* with peace proposals on condition that if these were not accepted he would return to Algiers. The Dey's proposals were refused, whereupon Porcon went to St. Malo to put his affairs in order, said farewell to his family and returned to Africa, where he was executed.

François-René de Chateaubriand (1768-1848) was the tenth and last child of a very noble Breton family who had fallen on bad times. His father went to America in search of fortune and was able, on his return, to set up as a ship owner at St. Malo. In room on the second floor of a modest town-house, from where he could look out to sea beyond the ramparts and dream... *René* was born. The future poet spent his early years in roaming about the port. We will have ample time to tour the city. We will spend the night in St. Malo.



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We Are Inviting Your Support and Participation

- Renew your membership using page 16 of this NEWSletter
- Assist WACRA in informing your library acquisition department of WACRA and Academy for Creative Teaching publications
- Contribute to WACRA committee on Standard Setting for Case Method Activities
- Join the WACRA Ambassador Program
- Contribute to the WACRA NEWSletter and web site. Let us know about your accomplishments
- Join delegates from around the world at the 20th International Conference in Bordeaux, France and ACT7 in Switzerland.

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2003 Post Conference Tour...

Day 3



Mont St. Michel has been called the marvel of the western world owing to its island setting. Seeing the famous abbey separated from the main land by each six hour tide leaves an indelible impression. Mont St. Michel is a granite island. It is joined to the mainland by a dike. As the bay is already partially silted up, the Mont is usually to be seen surrounded by huge sand banks which shift with the tides and often reshape the mouths of the neighbouring rivers. The abbey's origin goes back to the early 8C, when the Archangel Michael appeared to Aubert, Bishop of Avranches, who founded an oratory on the island, then known as Mont Tombe. The oratory was replaced by an abbey and from then until the 16C a series of increasingly splendid buildings, the Romanesque and then the Gothic styles, succeeded one another on the Mount which was subsequently dedicated to the Archangel. The well fortified abbey was never captured. The construction is an amazing achievement. The blocks of granite were transported from the



Chausey or from Brittany and hoisted up to the foot of the building. As the crest of the hill was very narrow, the foundations had to be built up from the lower slopes. For more details refer to the Michelin Tourist Guide 'Brittany'.

In Normandy we will visit *Les Plages du Débarquement* (the D-Day Landing Beaches), *Le port artificiel d'Arromanches* (the artificial harbour at Arromanches), *La Musée du Débarquement* (D-Day Landing Museum), *Omaha-Beach* and the American military cemetery at *Colleville*. We will stay overnight in one of the few remaining Old Grand Hotels in Europe in *Cabourg sur Mer, le Grand Hôtel de Cabourg*. Cabourg was the favorite 'hang-out' for the French writer *Marcel Proust*. Cabourg offers the ambiance of the 'Belle Epoque' in a preserved environment and still is a preferred weekend and vacation destination for Parisians.

Day 4

After a leisurely morning on the beach (right in front of the Grand Hotel) we will travel from *Cabourg* to *Rouen*, site of one of the grand Gothic Cathedrals and then, before reaching Paris (last overnight), we will visit the Gardens of *Claude Monet at Giverny*. The tour ends in Paris. Evening free time for theater, etc. What is included: transportation in modern tour bus, four nights hotel & breakfast (Nantes, St. Malo, Cabourg, Paris), three dinners, fees, guides. Register before March 3, 2003.

Case Writing and Teaching Events in 2003

Case Writing in Action

April 11, 2003, New York, NY

A collaborative workshop for educators from all disciplines sponsored by: The European Case Clearing House, The World Association for Case Research and Applications, The North American Case Research Association, The Sloan Consortium.

This intensive hands-on Case Writing in Action 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 that leverage each student's learning style

around the full learning cycle. This event is designed to be a free-flowing experience in itself. Through a series of interactive exercises, case discussions, small group breakouts, and presentations, 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 and story telling, case publishing, creating a compelling instructor's manual, and acceptance of case development as research. Be forewarned. This event will be different from any other case development workshops. It is designed for new and veteran case-writers and for teachers from virtually every discipline. It

will be fun, inspirational, instructive, and hopefully provocative. Its action orientation will provide a platform for taking participants' case-writing to a new level. www.wacra.org

34th Annual Case Writing Workshop, April 21-25, 2003

Richard Ivey School of Business, London, Ontario, Canada

This intensive 5 day workshop focuses on how to write good cases quickly.

19th Annual Case Teaching Workshop, August 25-27, 2003

This intensive 3 day workshop focuses on assisting participants to teach effectively with cases (includes working

...continued to page 9

Case Writing and Teaching Events in 2003

...continued from page 8

through steps of the case teaching process, various exercises, group discussions and practice sessions. For those who are new to using cases for teaching and those who desire to improve their teaching effectiveness.

Email srochard@ivey.uwo.ca

Case Writing in Action

October 23, 2003

Babson College, Wellesley, MA

A collaborative workshop for educators from all disciplines devoted to exploring

the underlying dynamics of the case method and to empowering participants to write "cases". Sponsored by: The European Case Clearing House, The World Association for Case Research and Applications, The North American Case Research Association, The Sloan Consortium www.wacra.org

NACRA 2003 meeting

November 6-8, 2003 Tampa, FL

at the U of Tampa features roundtable discussions where participants receive feedback on their cases in a constructive

setting. Cases may deal with any topic in any academic discipline where dynamic classroom discussion is used. Decision-oriented and based on field research cases are preferred. The conference also offers a workshop on case writing and teaching for faculty and graduate students. Submission deadline is June 2, 2003. For details visit www.nacra.net or send an email to Mary Anne Watson at the U of Tampa mawatson@ut.edu

...continued from page 6

2002 Post Conference Tour

an inventor to construct a machine that could fly over his beloved mountains, which in 1886 was taken as "proof" of his mental illness by the Chamber of Councilors anxious to dethrone him. Within a decade however the first airplanes were made, and so in this and in other matters as well, we must let history judge his fitness to rule. There is no disputing though that Ludwig's fantastic castles, which so troubled the government officers and put a stain on the Treasury during his lifetime, have brought a cultural revival and immense revenue to this region-mainly from tourists like us.

So filled with tourists during the summer in fact that for forty of us to stay in a hotel overnight, we had to travel across the border, to *Reutte*, in the Tyrol to lodge at *Hirsch* (Golden Stag). The next took the German Alpine Way Alps were enjoyed by all, with a Bavarian music resounded in an through *Oberstaufen*, and skirted beautiful *Bodensee* (Lake Switzerland and Austria to the North, and then drove by *Zeppelin* airships were tested in afternoon in *Meersburg*, where along the lake-side promenade, the refreshingly cool water. westward to spend the night in *Schwenningen*. This town was *Schwarzwald* (Black Forest, so



the tall fir trees and spruces), where the sources of both the *Donau* and *Neckar* are located. Monday morning, 8 July, we took an ambling road through the Black Forest. By the end of this day, the last of our tour, everyone had at some point sampled, after his or her own tastes, the delicious *Eis* (our nearest English equivalent is ice cream), the justifiably celebrated *Schwarzwälder Kirschtorte* (Black Forest cake), some *Kirschwasser* (Schnapps), and the local wines and beers. In *Furtwangen* we visited the *Uhrenmuseum* (Clock Museum), which houses a collection of more than 4,000 varied chronometers. Here we saw how cuckoo clocks were made originally and today, as well as other marvels of the history of the clock industry, including 19th century piano rolls connected to several varieties of timekeepers and automated figurines. We passed through *Triberg*, where some bought clocks and some hiked to the waterfall, and then went farther north for a fine Italian lunch in *Schenkenburg*. Traveling along beautiful Black Forest cliff-roads to *Freudenstadt*, we saw a pleasant spa-town well worth a future visit. Then, further north, through the more famous spa-town of *Baden-Baden*, and finally back onto the *Autobahn* to Mannheim, where in 1886 *Carl Friedrich Benz* unveiled his first automobile.

And so it was in Mannheim that a final banquet was enjoyed by those hearty few who still had the stamina to visit a favorite haunt of *Franz Egle*, our local host. Although various members of the tour spent their time in different ways, it is safe to say that a good time was had by all, and that we leave Bavaria and *Baden-Württemberg* more cognizant of the cultural significance and uniqueness of these regions, as well as good friends with colleagues devoted to innovative approaches to teaching and learning.

CALL FOR PAPERS:

"Interactive Teaching: New Horizons"
Bordeaux Business School, Bordeaux, France
June 29 - July 2, 2003

20th International Conference on Case Method Research & Application, Case Writing
 Other Interactive Methods, Continuing Education & Distance Learning

The case method can play an important role in solving problems and in teaching problem-solving, as well as in initiating and managing change. Thus this conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. WACRA conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for



Bordeaux Opera House

problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for

teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. The most innovative presentation and the outstanding paper are recognized.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages) or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from our website below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review. Submit your proposals as Word or WordPerfect files as email attachments or on diskette. **All proposals and papers are due on or before January 15, 2003. Completed papers received prior to March 1, 2003** will be considered for publication. For further details visit our website or contact us directly

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 WACRA Conference Office in Connecticut 111 Britt Road EAST HARTFORD, CT 06118 U.S.A.
 email: smithdmwacra@attbi.com Tel. +860-895-1930 Fax +860-895-1930

Please post or share this invitation with colleagues!

For Case Writers - and Prospective Case Writers

Twelfth Annual International Casewriters' Workshop & Casewriters' Colloquium

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2003 June 29 - July 2, 2003 in *Bordeaux, France* will feature the Twelfth International WACRA® Casewriters' workshop and Casewriters' Colloquium. Case writers - and prospective case writers are invited to participate and to submit cases and/or contribute to the interactive sessions at Bordeaux Business School, Bordeaux, France.

Casewriters' Colloquium: Cases, including teaching notes (TN) are submitted to the Colloquium Director for a double blind peer review for acceptance. Accepted cases are sent in advance to a panel of expert case writers, case book authors, and all other participants who signed up for the colloquium. Each case is discussed by the panel and other participants. You will see in action the 'case editing and improvement process' and you will assist in perfecting the refereed cases presented. The format is interactive and lively; everyone's contribution is welcome and solicited, regardless of previous experience. This year, cases are solicited from all business disciplines, education, medical education, law, social work and other disciplines which use the case format.

Casewriters' Workshop: This activity is primarily for casewriters with some research experience. This workshop follows a format similar to the colloquium, except that other casewriters whose cases are being presented are the expert panel.

Submission: Submit four copies of your case before January 15, 2003. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review, the authors' names should appear on a cover page only. From outside the U.S.A. please use airmail. Authors should note that colloquium and workshop are pre-conference activities (Sunday) and require separate registration

Requirements: Cases which still need improvement are solicited. Cases should describe real organizations and may be disguised. The author's analysis belongs in the TN which provides users with a brief case description, suggested course application, teaching objectives, teaching questions and answers. A discussion section is helpful and may include an extended analysis. Case outcomes may also be included. To obtain an information packet and other details please contact:

Dr. James W. Camerius, WACRA® Case Colloquium Director

Walker L. Cisler College of Business, Northern Michigan University MARQUETTE, MI 49855-5353 U.S.A.

Tel.: +906-227-1245; Fax: +906-227-2930 email: jcameriu@nmu.edu

Teaching, Culture and Diversity

Join The Tenth Cross National Teaching Forum

On Sunday, June 29, 2003, as part of the WACRA® Interactive Case Sessions - panel sessions will be held to discuss issues pertaining to teaching across cultures. There will be five panels representing different regions of the world: Western Europe, Central and Eastern Europe, Africa, Asia, and Latin, Central and North America. If you have had experience teaching or training in another part of the world, you may want to join one of our panels. If you think you might be or would like to teach in another part of the world, you may want to meet others who have done so. We promise a lively presentation and discussion: The topics selected for discussion are:

- . Adapting the Case Method to different Cultures. Evaluating Student Performance
- . Cross Cultural Differences in Developing Collaborative Teaching Strategies

If you are interested in being on the panel and or be the organizer of a region, please contact

Session Coordinator/Review Chair:

Dr. Carmen Vega-Carney, AGSIM (Thunderbird), GLENDALE, AZ U.S.A., e-mail carneyc@t-bird.edu Tel. +623-561-5470

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Africa, Asia, Latin, Central and North America:

Dr. Carmen Vega-Carney, AGSIM (Thunderbird), GLENDALE, AZ U.S.A., Tel. +602-978-7282, Fax ...439-1435

Dr. Ricardo Hernández, Univ. of Extremadura, CÁCERES, SPAIN, e-mail: ricardoh@arrakis.es Tel. +34-927-25-74-80x7931

4 WICS Interactive Workshops Case Writing - Teaching - Learning

By James Erskine

Workshop A. How Case Writers Can Increase Their Efficiency and Effectiveness

Writing field-based, decision-oriented cases for use in classroom discussions is of interest to new and experienced case writers. A process that is applicable across all disciplines will be presented. Objectives: 1. Introduce the 'Case Difficulty Cube Concept.' 2. Re-engineer the Normal Steps in Writing a Case. 3. Introduce the Concept of the Case Plan. 4. Discuss Continuing Challenges.

Preregister: Limited Seating

Workshop B. How Instructors Can Increase Their Efficiency and Effectiveness

The focus of this workshop is on fundamental prerequisites necessary for effective teaching and learning with cases. New and experienced teacher alike, across all disciplines, will have an opportunity to participate in a sample case method class. Objectives include: 1. Review the distinguishing characteristics of a case and the reasons for using cases. 2. Discuss the fundamental prerequisites. 3. Practice the three-stage process for effective learning with cases. 4. Experience a typical class using a short, general purpose case.

Workshop C. How Students Can Increase Their Efficiency and Effectiveness

This workshop is focussed on helping students to learn faster and better using cases. Objectives: 1. Review the distinguishing characteristics of a case and the reasons for using cases. 2. Review the Case Difficulty Cube and the benefits to students. 3. Review the Three-Stage Process for learning with cases. 4. Introduce tools for effective student learning. 5. Apply the 'learning with cases tools' using a short case.

Workshop D. Evaluating (Participant) Contributions to a Case Class Discussion

This workshop is focussed on assisting case discussion leaders and teachers to evaluate student contributions to the case class discussion. For details refer to the WACRA homepage www.wacra.org

**Dr. Erskine is Associate Professor of Business Administration at the Richard Ivey School of Business, The University of Western, London, Ontario, Canada. He is the author of books on case writing & teaching and has extensive case teaching and leadership training experience spanning 30 years.*

Traveling to Bordeaux this Summer? Attractive Alternative to Renting a Car

This summer, in conjunction with WACRA 2003, if you need a car for 17 days to six months in Europe, there is an attractive, economical alternative. Whether you are looking for a family car, a sports car, or just a practical vehicle, you will always find what you need for your European travel. Renault Eurodrive which offers:

- Brand new car at 35 delivery and drop-off centers in 9 European countries
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- Unlimited free km



For details visit www.renaultusa.com Contact WACRA to obtain the Bordeaux conference discount code.

CALL FOR PAPERS:

**"CREATIVE TEACHING"
Switzerland
JANUARY 3 - 6, 2004**

This conference provides opportunities for participants to learn from and to share with experts and colleagues innovative creative teaching approaches and methods. The emphases are on "Teaching and Learning" through interactive workshops and by sharing of research and teaching/training applications. The methods discussed and presented include the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research/teaching partnerships. ACT and WACRA® conferences are interdisciplinary, multinational forums for scholars in the disciplines and professional fields such as business, education, engineering, law, medicine, public policy, social work and practitioners in business and industry, education and government.

Papers are solicited that report on Creative Teaching practices and proposals. Priority will be given to papers that are innovative, interdisciplinary, and/or international. Papers reporting the application of creative teaching and learning in university and professional training programs in diverse settings and papers on the evaluation of such methods and its related forms for teaching and learning are encouraged.

Proposals and papers will be evaluated through a blind peer review process on the basis of (a) originality; (b) the appropriateness of the topic for an interdisciplinary audience; (c) the technical adequacy of the inquiry; and (d) the contribution to the understanding of teaching/learning issues.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages) or the completed paper (not exceeding 15 pages). Download the manuscript guidelines from our website below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.

Submit your proposal and papers as a Word or WordPerfect file (either as an email attachment or on diskette) before Nov. 8, 2003. Completed papers received prior to December 2, 2003 will be considered for publication. Conference registrations are due Nov. 14, 2003. For further details and updates, visit the WACRA website or contact us directly by telephone or email

ACT - WACRA®

**The Academy for Creative Teaching and
The World Association for
Case Method Research & Application**

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Please post or share this invitation with colleagues!

Calendar of Events

- **January 2003** Renew your ACT-WACRA® membership
- **January 2003** Submit papers & cases for WACRA® 2003 at *Bordeaux Business School*
- **March 3, 2003** Register for 2003 Post Conference Tour
- **March 25, 2003** Register for WACRA® 2003 Conference
- **April 11, 2003** WACRA 'Case Writing in Action' workshop in New York, NY www.wacra.org
- **June 29 - July 2, 2003** WACRA®2003 in Bordeaux, France
- **July 3-7, 2003** WACRA2003 Post Conference Tour: Bordeaux through Brittany and Normandy to Paris.
- **October 23, 2003** WACRA 'Case Writing in Action' workshop in Wellesley, MA www.wacra.org
- **November 6-8, 2003** NACRA meeting in Tampa, FL www.nacra.net
- **November 8, 2003** Submit papers/proposals for ACT7 'Creative Teaching' Conference Switzerland
- **November 14, 2003** Register for ACT7 'CreativeTeaching' Conference, Jan. 3 - 6, 2004.

**W A C R A ®
N E W S**

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“Interactive Teaching: New Horizons”

Case Teaching & Writing, Continuing Education & Distance Learning
hosted by Bordeaux Business School, Bordeaux, France

Saturday, June 28, 2003

Pre-Conference Activities

15.00 Optional visit to *l'Hôtel de Ville* (City Hall) of a Bordeaux municipality. A presentation by its mayor will allow you to learn about public services in France. In the evening, a visit to a Centre Commercial « à la française » (French Mall) is followed by an outdoor dinner on the shores of the River *Garonne*. (Separate Registration)

Sunday, June 29, 2003

09.00 - 15.00 WICS - WACRA Interactive Case Sessions (Separate Registration)

Conference Activities

16.00 - 17.30 Registration at conference Hotel Tulip Inn, 15 cours de l'Intendance, Bordeaux (a few steps from the Opera).
19.00 - 21.00 Official welcome reception by *Dean George Viala* and dinner at the *Café Louis*, situated under the arcades of the Bordeaux Opera in the center of town (within easy walking distance from all conference hotels).

Monday, June 30, 2003

09.00 - Late registration at Bordeaux Business School
10.00 - 11.30 Opening Plenary Session
11.30 Bus leaves for partner tour (refer to details in the NEWSletter)
11.30 - 12.00 Concurrent Sessions, Panels and Workshops
13.00 - 17.00 Concurrent Sessions, Panels and Workshops
19.00 Gala Dinner at the *Palais de la Bourse* hosted by the *Bordeaux Chamber of Commerce, Entertainment* and the induction of WACRA into the Brotherhood of Loupiac - *la Confrérie de Loupiac, (Vin d'Appellation Contrôlée)*, followed by a performance by a Basque Choir

Tuesday, July 1, 2003

09.00 Plenary Session
Concurrent Sessions, Panels and Workshops
14.00 Departure for *St. Emilion* (classified by UNESCO as a Patrimony of World Heritage). Free time to explore the medieval village and make some super buys - *bons achats*
Dinner at *La Maison de Bordeaux* and visit to *Planet Bordeaux* caves
22.00 Return to conference hotels in Bordeaux

Wednesday, July 2, 2003

09.00 - Plenary Session
12.00 Concurrent Sessions, Panels and Workshops
14.00 - 16.00 Concurrent Sessions, Panels, Workshops and Concluding Session
Conference adjourns

Post Conference Activities

19.30- Optional 'dinner-cruise and songs' on the River *Garonne* on Board of the *Aliénor*. Includes visit of the port, ride towards the *Citadelle of Blaye* and the shores of *Médoc*.

Thursday, July 3 - Sunday, July 6, 2003

9.00 - Departure for optional post-conference Educational/Cultural tour: Day 1: Bordeaux, Town of Cognac (Charente), guided visit to Martell, the oldest of the major Cognac houses, Nantes (Atlantique), free time (overnight); Day 2: Vannes (Brittany), free time, Dinan (Brittany), St. Malo (Brittany), free time (overnight); Day 3: Mont St. Michel, free time, Normandy Invasion Beaches, Cabourg (Calvados, Normandy), coastal resort town, favorite of Marcel Proust, overnight in the only ****star hotel in Normandy: The Grand Hotel de Cabourg; Day 4: Rouen, Gothic Cathedral, Giverny near Vernon: Claude Monet's Gardens, Paris (overnight). Tour ends. Includes transportation, 4 nights hotel and breakfast, 3 dinners, entrance fees, guides.
Seating is limited. Early registration - March 3, 2003 - is required.

Conference Registration For *Bordeaux Conference Enclosed*

World Association For Case Method Research & Case Method Application • Spring 2003

W A C R A [®]

Vol. XIV No. 1

N E W S

WACRA[®] - Member Application/Renewal

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Please include in your check the appropriate amount if you wish to receive one or more WACRA publications on Case Method Research & Application. Add \$8 (\$20 international orders) per book for handling & postage. Refer to details below.

Return this form with payment (check drawn on US bank or pay with credit card: Visa/MC - only)

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