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Round Table Discussion

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Innovative Case Study Strategies: Engaging and Motivating Learners

Innovative case studies can be highly engaging and effective. Simulated cases provide students with opportunities for analysis, critical thinking, problem-solving, and connection of theories and concepts to real-world situations. Case studies that address contemporary problems, engage learners across the curriculum, employ coordinated assignments for multiple content areas, and build on competencies through pedagogical scaffolding strategies with meaningful culminating projects, can provide deeper learning experiences for students. Participants will review the learning methodology, examine a variety of innovative strategies, review key assignments, and consider ways to adapt and integrate this learning methodology.

Learning Objectives:

- At the end of this session, participants will be able to create innovative case studies that engage students.

- At the end of this session, participants will be able to design case studies for multiple content areas.

- At the end of this session, participants will be able to develop case study assignments to scaffold learning.

The first part of this presentation will cover key contemporary theories and findings of the use of case studies as a learning methodology. Next, strategies employed at one university in an undergraduate education program will be presented. Areas for future research will be discussed. The session will include a description of how the case study strategies were developed. The round table audience will be invited to participate in a conversation about the effectiveness of innovative case studies, share their strategies used or considered, and engage in a focused discussion on areas for further research.

Case Studies
- What is a Case Study?
- Form of problem-based learning
- Critical-thinking and problem solving
- Allow students to contemplate real-world situations in an academic environment
- Innovation - Employing contemporary ideas motivates and engages students

Concepts
- Blooms Taxonomy and Scaffolding
- Continuous Case Studies – Matthew Grimes

Strategies
- The Amazon Case Study
- The Ethics Case Study Sequence

Discussion
- Experience with Case Studies
- Strengths and Concerns
- Mindful Strategies
- Future Research

Tips on How to Write a Good Case Study
1. Identify the problem/s
2. Create learning objectives
3. Identify the people
4. Construct the story
5. Describe alternative solutions
6. Selection the best option
7. Review
8. Remove the details students need to problem-solve
9. Develop the rubric
10. Pilot testing the case study offers suggestions on how to improve

Resources

Ashford University Writing Center. *Guidelines for Writing a Case Study Analysis.*
https://awc.ashford.edu/tocw-guidelines-for-writing-a-case-study.html Extracted from the web on January 9, 2020.

Borden, James, and Utter, Ward. *A Detailed Look at the Development and Execution of A Junior Year Case Competition.* Business Education and Innovation Journal Vol. 9. No. 2.   December 2017.

Esmer, Elif, et. al. *Perceptions of Education Faculty Students on Teaching Methods and Materials.   Education Research and Reviews*. Vol. 11 (12). pp 1093-1109, 23 June 2016.

Grimes, Matthew. *The Continuous Case Study: Designing a Unique Assessment of Student Learning.* International Journal of Teaching and Learning. 2019. Volume 31, Number 1, 139-146.

Kennedy, Michael et. al. *An Examination of Cases in the Classroom: How Faculty Make Effective Use of Case Studies for Teaching.* Recipient of the 2017 MBAA International Best Paper Award. Society for Case Research, MBAA Annual Meetings, Chicago, IL. March 2017.

Pessoa, Silvia, et. al. *Scaffolding Case Analysis Writing: A Collaboration Between information Systems and Writing Faculty.* Journal of Information Systems Education. Vol. 30 (1) Winter 2019.

U. Mass Boston, College of Management.   *Framework for Case Analysis.*
https://www.umb.edu/editor_uploads/images/college_management/Framework%20for%20Case%20Analysis.pdf Extracted from the web on January 9, 2020.