



Making a Case for Case Studies

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Making a Case For Case Studies

- Summary of CM
 - Identify learning objective
 - Select or compose case
 - Write instructional guide
 - Prep & conduct case discussion
 - Edit or adjust materials



CM Protocols

- Actual events
- Focus on decision-making and sense-making
- Not only one “right answer”
- Facilitator = neutral
- Partnering with students
- Personal development



To use CM, or not...

- YES:

- Higher-order cognition
- Coping with ambiguity
- Guiding principles
- Process, not solution
- Comm. skills

- NO:

- Lower-order cognition
- Specific procedures
- “One right answer”



Casewriting Basics

- Begin with case kernel
 - Characters
 - Dilemma
 - Events
- Case blueprint—
 - "Talking points"
 - Plot points
- Dramatize plot points
- Polish...chronology, dialogue, hook



Case Discussion

- Listen & remember
- Support AND contest
- OCCASIONAL lecturette
- Ask effective questions



Types of Questions

- Bloom questions
- Holistic (“big pic”)
- Focus...”specifically”
- Challenge
- Action...”next steps”
- Summative