Writing a case study

Module	Learning Outcome
Identifying a need: Why write a case study	• Find out about the benefits of writing cases – for you and your students
Getting ready to write: Selecting a topic	• Find out the three factors that should be present in any case study you decide to submit for publication in our case study collection
Getting ready to write: Connecting with theory	• Explore the two aspects to a publishable case study: 1) It should be a great management story. 2) It should integrate frameworks, theories and academic literature so that it has a clear teaching purpose
Getting ready to write: Developing learning outcomes	• Use Bloom's taxonomy to develop learning outcomes that shape your case study to the level of your audience
Getting ready to write: Gathering data	• Learn what 'good data' looks like for your case study and the importance of objectivity
Getting ready to write: The teaching note/instructors manual	• Consider all of the factors that should shape the writing of your teaching note
Writing the case study: Structuring your narrative	• Helps you structure your narrative so that it has a clear focus on the dilemma to be discussed by students
Writing the case study: Writing good discussion questions	• Suggests ways in which you can supply dynamic assignments
Writing the case study: Preparing a teaching plan	• Consider how your case will be delivered practically and how you should support that with a thorough plan
Evaluating your case study: Have you covered everything	• Learn the common mistakes identified by our reviewers and how to avoid them
Evaluating your case study: Testing in the classroom	• What to do and look out for when testing your case in the classroom
Evaluating your case study: Seeking peer feedback	• Understand the value colleagues can bring when reading your case study in advance of publication
Evaluating your case study: Final peer review	• What to expect from a final peer review after submitting your case study
Evaluating your case study: Getting published	• Practical, technical steps for success