



FEBRUARY 25, 2015
8:15 am - 5:45 pm

HOST CAMPUS

IE Business School
María de Molina Street, 31
Madrid 28009
SPAIN

COST

The academic registration fee of US \$895 includes program materials and meals while the seminar is in session.

CONTACT

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CASE METHOD TEACHING SEMINAR

To help teaching faculty fine-tune their case method teaching, Harvard Business Publishing offers a seminar on the art and craft of discussion leadership.

Attendees experience the seminar from the perspective of both instructor and student. First, as an instructor, by learning new techniques for orchestrating classroom discussion, board management, discussion plan preparation, etc. Second, as a student, by preparing and discussing cases about both teaching and traditional business issues.

TOPICS INCLUDE: establishing and shaping the learning contract; questioning, listening, and responding; the teacher/student relationship; designing the discussion plan; and practicing the skill.

ABOUT THE FACILITATOR

Robert D. Austin is Professor, Management of Creativity and Innovation, at Copenhagen Business School. He is also the co-author of *The Adventures of an IT Leader*, and faculty author of the *Case Analysis Coach*, an online tutorial for students, and *Project Management Simulation: Scope, Resources, Schedule*.



casemethod.hbsp.harvard.edu



Hosted by IE Business School and IE Publishing and open to all teaching faculty at degree-granting institutions.



IE is an international institution dedicated to educating business leaders through programs based on its core values of global focus, entrepreneurial spirit and a humanistic approach.

The level of quality of IE master's and executive education programs have positioned it among the best in the world in international rankings drawn up by key publications that include *Financial Times*, *BusinessWeek*, *Forbes*, *The Economist*, *Aspen Institute* and *América Economía*.

Its 500-strong international faculty teaches a student body composed of more than 90 nationalities on its Undergraduate (IE University), Master and Doctorate degrees, and Executive Education programs. Its alumni, now numbering over 40,000, hold management positions in some 100 countries worldwide.

The school champions high-quality research coupled with multidisciplinary, integrative education programs. Designed to address market demands, its innovative learning processes blend on-line and traditional formats, making IE a pioneer in international education.

www.ie.edu



IE was one of the first business schools to use the case method as a learning tool 40 years ago. Since then, the school has produced many case studies for use as the basis for classroom discussion and for illustrating different administrative situations.

The school's innovative spirit is evident in its excellent collection of more than 6,000 teaching cases. These include more than 200 successful multimedia cases, as well as print versions, and a number that combine traditional formats with new technologies such as videos, QR codes and graphics.

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