



EASTERN ACADEMY of MANAGEMENT INTERNATIONAL

EAMI Case Writers PDW Boot Camp

EAMI PDW CASE BOOT CAMP DESCRIPTION

The case-study method has been a long-standing cornerstone of business school education in the U.S. In addition to its stature as a teaching tool, case writing has become an increasingly popular scholarship form. We propose that EAMI offer a half-day (four-hour) case development PDW, which we suggest be called the EAMI case writers boot camp. The EAMI case writers boot camp will be led by instructors with years of experience as case writers and editors of case journals and will be held immediately preceding the full EAMI conference sessions.

The overall objective is to increase awareness and publication readiness of first-time case writers and to develop an ongoing community of practice among case writers who can skillfully write and teach cases. The boot camp will help participants new to case study research and writing and those wanting a “refresher” on the subject to move their ideas toward publication.

Please bring your case ideas to the boot camp. Participants will be encouraged to engage in exercises to refine your ideas into case study formats that can be effectively used in the classroom and pass through the peer-review process toward publication in reputable case journals. This hands-on format will immerse participants in multiple roles of the case protagonist, case author, and reviewer. The instructors will also discuss recent trends and innovations in case study pedagogy.

If you are publication-oriented, you should exit the boot camp with an outline of what is needed to develop your idea for a case conference or journal. Teaching-oriented participants should leave the boot camp with a method to convert learning outcomes to teaching objectives. Additionally, boot camp participants will be provided a list of case resources and a list of boot camp attendees so they can continue to stay in touch with one another and network to develop their case writing skills further after the EAMI case writers boot camp.

EAMI PDW CASE BOOT CAMP 3-HOUR OUTLINE

1. Introduction and boot camp overview
2. Case writing as scholarship
3. Traditional components of a teaching case/critical incident
4. Exercises concerning development of effective case components
5. Q&A

BREAK

6. The role of teaching note (TN) or Instructors manual (IM) in scholarship
7. Traditional components of the TN/IM
8. Exercises regarding effective learning outcomes and discussion questions
9. Q&A

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10. Trends in case writing pedagogy
11. Conversion of empirical research formats and typical class exercises to case objectives
12. Q&A