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# RALAT : AN INTRODUCTION TO CASE WRITING WORKSHOP

University Teaching and Learning Centre

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Pusat Pengajaran
Pembelajaran Universiti

UNIVERSITY TEACHING AND LEARNING CENTRE

Universiti Utara Malaysia

18 APRIL 2012 / 26 JAMADILAWWAL 1433H
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The University Teaching and Learning Centre (UTLC) will be organizing a workshop as follows :

AN INTRODUCTION TO
# CASE WRITING
WORKSHOP

AN INTRODUCTION TO CASE WRITING WORKSHOP

**EDC UUM**
**22 MAY 2012**
**8.00 a.m - 1.00 p.m.**

**Limited to 30 participants only**

**The workshop fee is as follows:**

**Free (UUM staff and students)**
**RM 90 (non-UUM staff and students)**

**Synopsis**
The case method is a form of education that is discussion-based and in line with student-centred learning. Cases are a particular form of instructional material that must be authored by a skilled case writer. Nearly all cases are centred on one overarching question: What should the protagonists do? Writing quality cases requires the case writer to fully understand the subject matter acquired through interviews with business executives and careful scrutiny of business documents. Faculty members often spend weeks at the company that is the subject of the case, detailing the background of the situation, the immediate problem or decision, and the perspectives of the executives. This introductory case writing workshop will provide participants with an understanding of case-writing techniques to help them develop the requisite skills.

**Learning Outcomes**
By the end of the workshop, participants will be able to:
- Identify and initiate a case writing project
- Develop skills in organising a case writing project
- Recognise the opportunities and challenges in writing effective cases

**Facilitator**

**Dr. Wan Nordin Wan Hussin** is an Associate Professor at the Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia. He obtained his PhD from the Warwick Business School, UK (2001) and his master's degree from the University of New South Wales, Australia (1992). He attended the Intan-Harvard Club of Malaysia Writing Cases Workshop in 2009, and co-wrote a teaching case 'Living by Numbers', to be published by the Ministry of Higher Education Malaysia and the Malaysian Institute of Accountants.

| Time | Activity |
|---|---|
| 8.00 am - 8.30 am | Registration |
| 8.30 am – 10.30 am | • The role of cases in discussion-based learning<br>• Types of case situations |
| 10.30 am – 11.00 am | Break |
| 11.00 am – 1.00 pm | • Organising the case<br>• Data gathering<br>• How to write the accompanying teaching notes |
| 1.00 pm : | Lunch |