



Global trends in case usage

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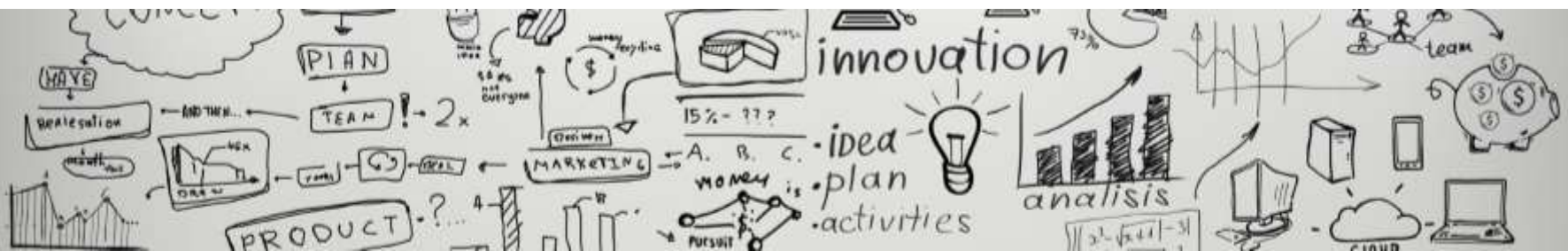
w www.thecasecentre.org

What is the case method?



Within the context of real-life decision-making, students can:

- Learn business and management theory
- Develop vital skills such as negotiation, analysis, teamwork, and decision-making
- Both harness and challenge the wisdom of the collective

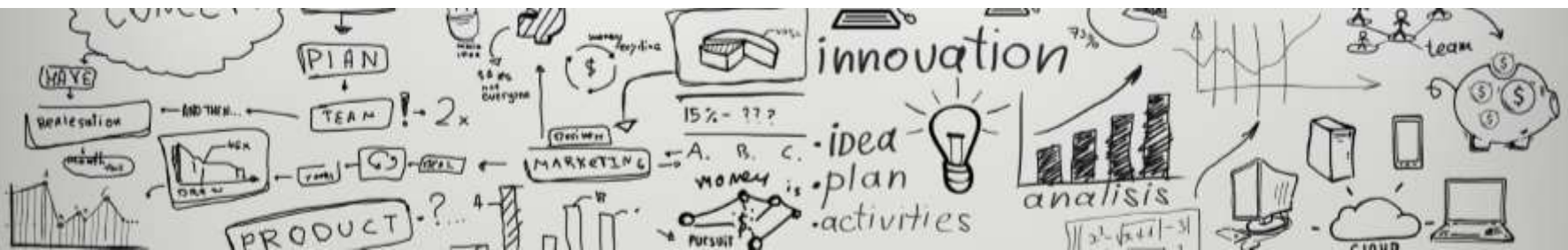


The case method in Turkey



So what is the current situation in Turkey?

- just one member in Turkey among our 500-plus member organisations worldwide
- 60,000+ cases in our collection - only 96 are about business scenarios based in Turkey
- 2005-2012 – c.600 Turkey-based cases sold per year to 12 organisations in UK, America, France, India, Ireland and Greece

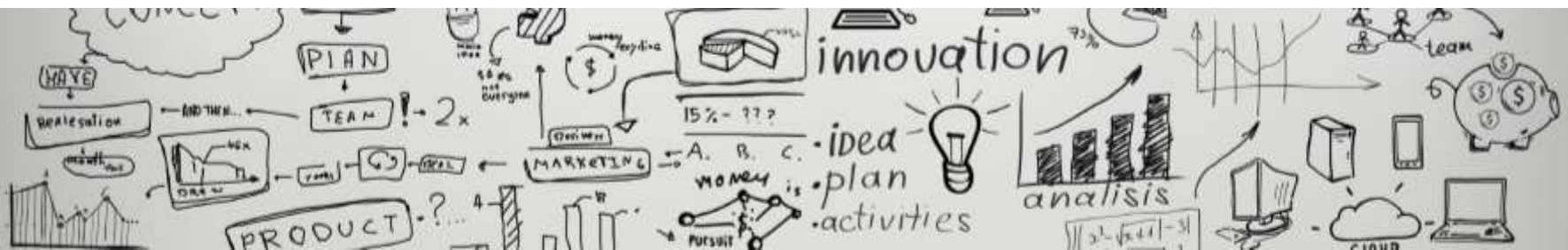


The case method in Turkey



So what is the current situation in Turkey?

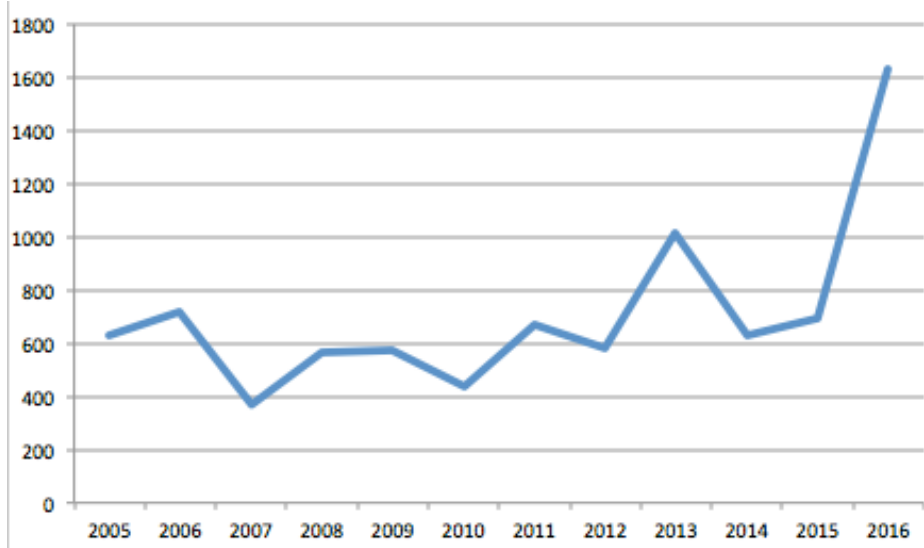
- 2013 - sales rose to 1,010 cases to 17 organisations, including the UK and America again, but also Sweden, Spain, Germany, Turkey and the Netherlands
- sales dipped into 600s again until 2016 when 1,625 cases sold, to 17 organisations including Morocco, Belgium, Denmark, Monaco and Turkey
- there are sales of Turkey-based cases to Turkish organisations in only six years between 2005-2016



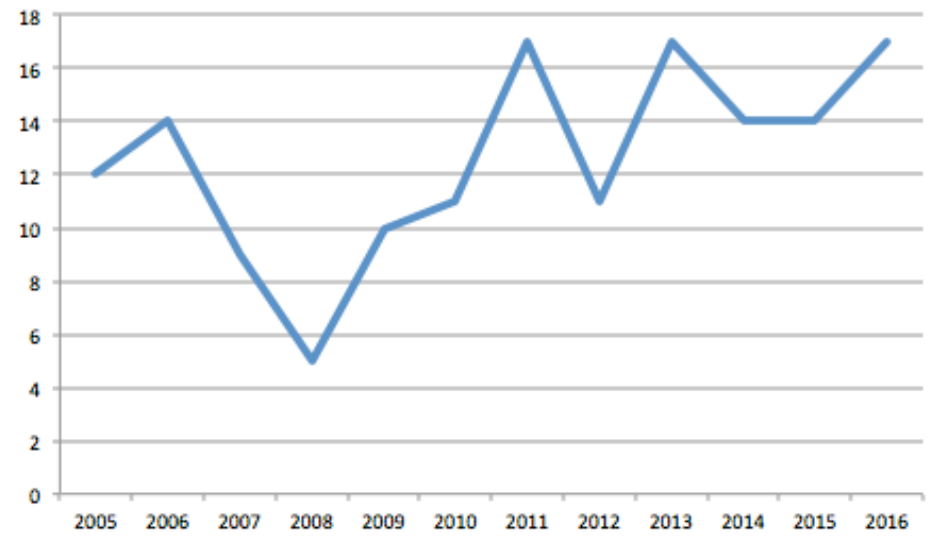


Sales of Turkey-based cases

Units sold of Turkey-based cases



Number of organisations who bought Turkey-based cases





Bestselling Turkey-based case



Garanti Bank: Transformation in Turkey

Rosabeth Moss Kanter, Daniel Galvin
and Maximilian Martin

Harvard Business School

Reference number 9-300-114





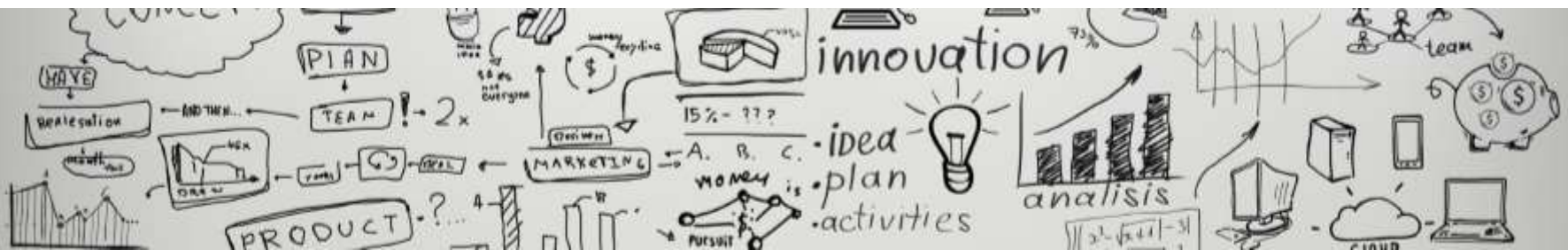
Authorship of Turkish-based cases





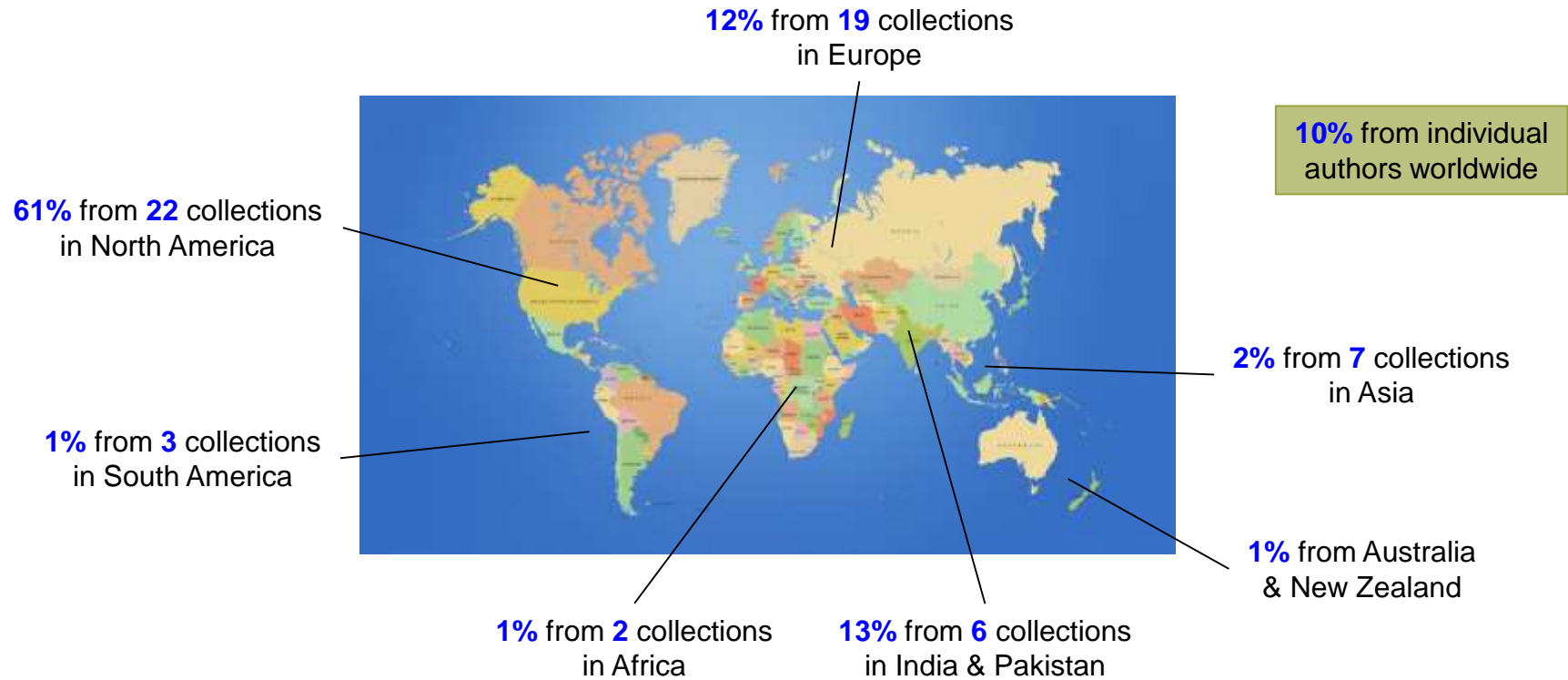
Case use in Turkey

- case sales are increasing in Turkey although still low
- Turkish schools mainly buy cases for executive education
- fewer sales for postgraduate and undergraduate education – although some increase over the last couple of years





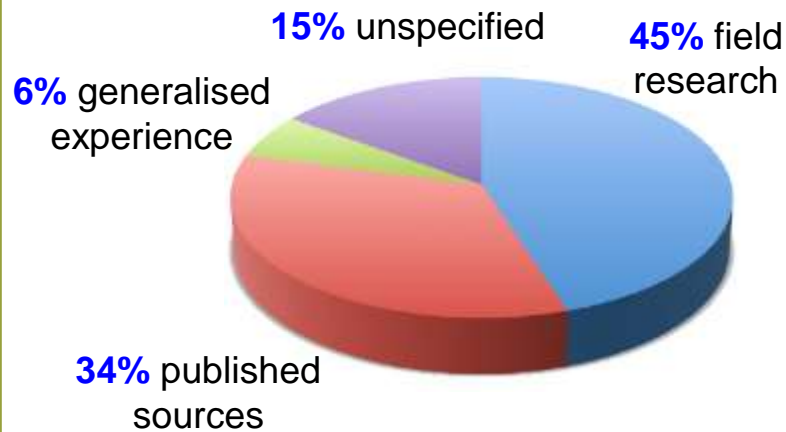
The case collection: geography



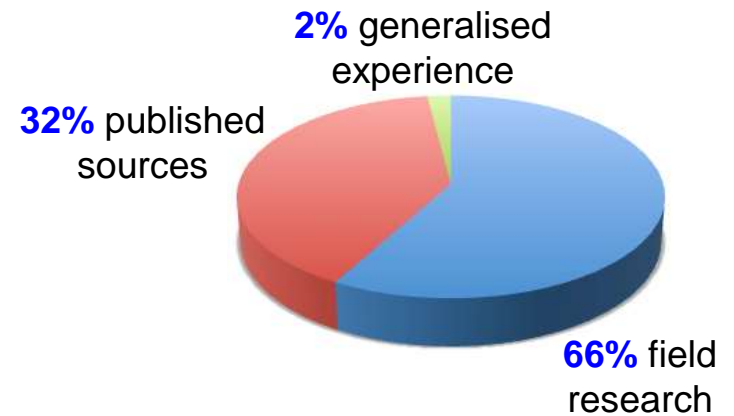


The case collection: data source

All cases in collection



Top 50 bestselling cases in 2016



Success with published sources



Award winner: Ethics and Social Responsibility category 2015

CSR and the Tobacco Industry: A Contradiction in Terms?

Susan Schneider and Anca Pintilii

GSEM Geneva School of Economics and Management

Find out more: www.thecasecentre.org/csr



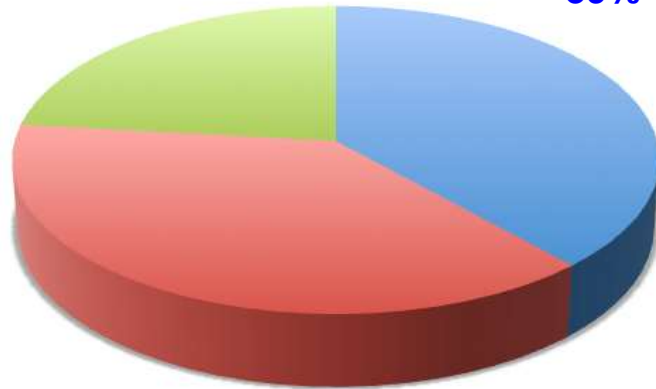


Case length

The average length of a case is **14 pages**

23% 21+ pages

39% 1-10 pages



38% 11-20 pages

Keep it short!

Compact can be complex
www.thecasecentre.org/compact



What the research says



- Cases with teaching notes far more popular with faculty
- Dramatic increase in sales if video included
- Make the most of technological advances
- Find out more: www.thecasecentre.org/stuartread



What is a successful case?



- Bestsellers
- Prizewinners
- Rich learning experience
- Invaluable links with the business world
- Bringing research into the classroom



A few ground rules



- One or two main issues
- Include a protagonist
- Tell a story
- Include a cliffhanger
- Tell a 'turnaround' story
- Choose companies and brands students are already invested in



Case writing tips



An exciting company or dilemma is of primary importance. It should be easy to consume for the reader, so no complicated words, repetition, or superfluous materials. The case should have simple exhibits.

Finally, there should be a good teaching note as faculty hate to adopt a case without one.



Nirmalya Kumar

London Business School and Tata Sons

Winner: The Case Centre's Outstanding Contribution to the Case Method Award 2014

www.thecasecentre.org/bestselling



Case writing tips



The case needs to be written in such a way that readers are presented with several possible and even equally valid alternatives to resolve the issues that underlie the case.

Storytelling should also be at the heart of writing case studies. They should not simply be a compendium of facts and data and sundry information, some relevant, some not. Instead, they should engage readers on several levels.



Marika Taishoff

International University of Monaco

www.thecasecentre.org/bestselling



Case writing tips



A famous poem by William Blake includes the line: ‘To see a world in a grain of sand...’

In my experience, a good case is that world in a grain of sand.

Students study these ‘grains’ and will extrapolate from these small, simulated experiences to generate a set of principles that they can apply to the world at large.

The challenge – and pleasure – of case writing is moving between these two levels of analysis: the story in the case and the more general principles it is designed to illustrate.



Michael J. Roberts (retired)
Harvard Business School

www.thecasecentre.org/bestselling



Case writing tips



I think of cases as if they were like plays in which the students end up taking on roles given their perspectives and experience. Great cases tend to have some drama or challenge that exposes learning.



Mary Crossan
Ivey Business School

www.thecasecentre.org/bestselling



Top 40 authors



www.thecasecentre.org/2016BestsellingAuthors



Worldwide case publishing and distribution service



- Committed to supporting case authors
- Available to both institutions and independent authors
- Global audience – faculty, trainers, researchers, businesses
- Include a teaching note!
- Free and straightforward process
- www.thecasecentre.org/submit



Our mission statement

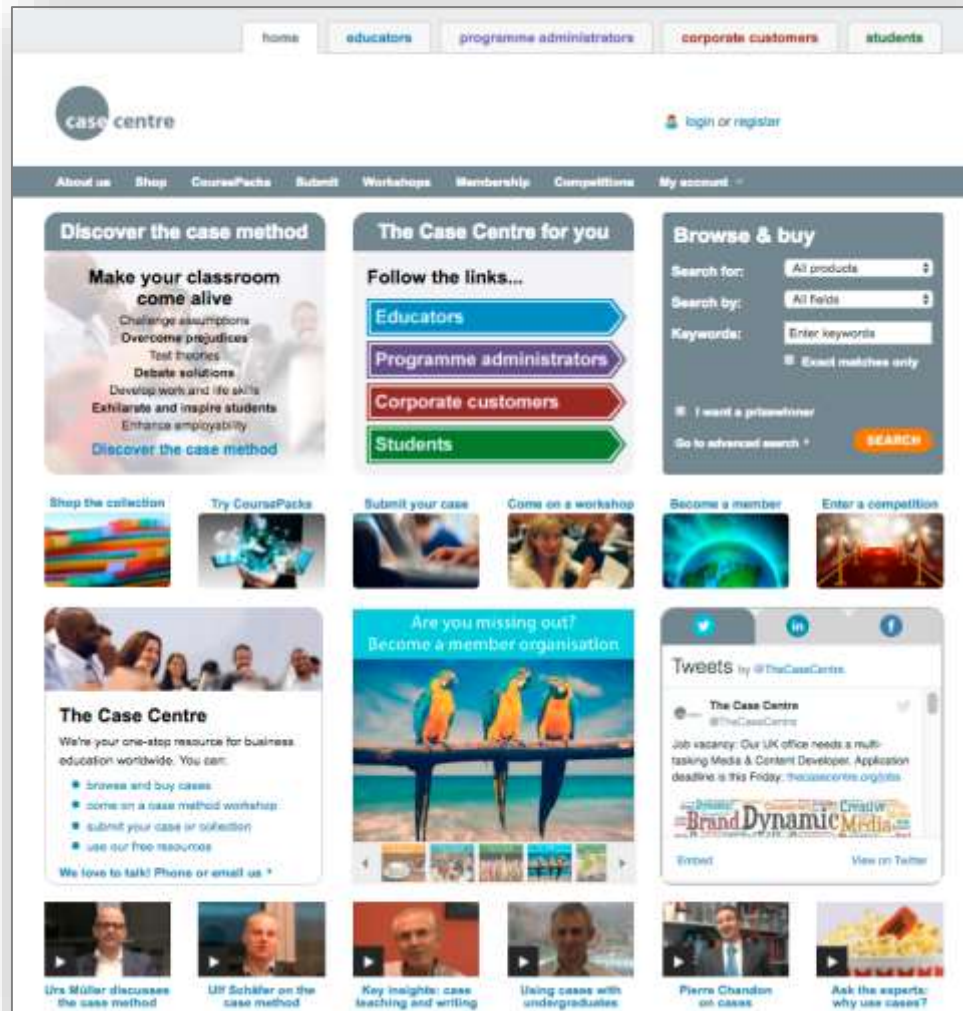


The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe. We are an independent not-for-profit organisation and registered charity.





Visit our website



The screenshot shows the homepage of www.thecasecentre.org. At the top, there are navigation tabs for 'home', 'educators', 'programme administrators', 'corporate customers', and 'students'. Below this is the 'case centre' logo and a 'login or register' link. A secondary navigation bar includes 'About us', 'Shop', 'CoursePacks', 'Submit', 'Workshops', 'Membership', 'Competitions', and 'My account'. The main content area is divided into several sections:

- Discover the case method:** A large section titled 'Make your classroom come alive' with sub-points: 'Challenge assumptions', 'Overcome prejudices', 'Test theories', 'Debate solutions', 'Develop work and life skills', 'Excite and inspire students', and 'Enhance employability'. It includes a 'Discover the case method' link.
- The Case Centre for you:** A section titled 'Follow the links...' with four large buttons: 'Educators' (blue), 'Programme administrators' (purple), 'Corporate customers' (red), and 'Students' (green).
- Browse & buy:** A search section with fields for 'Search for:', 'Search by:', and 'Keywords:'. It includes a 'SEARCH' button and a 'Go to advanced search' link.
- Shop the collection:** A small section with a colorful bar chart icon.
- Try CoursePacks:** A small section with a globe icon.
- Submit your case:** A small section with a person writing icon.
- Come on a workshop:** A small section with a group of people icon.
- Become a member:** A small section with a globe icon.
- Enter a competition:** A small section with a group of people icon.
- The Case Centre:** A section titled 'We're your one-stop resource for business education worldwide. You can:' with bullet points: 'browse and buy cases', 'come on a case method workshop', 'submit your case or collection', and 'use our free resources'. It includes a 'We love to talk! Phone or email us' link.
- Are you missing out? Become a member organisation:** A section with a parrot icon.
- Tweets by @TheCaseCentre:** A section showing a tweet from 'The Case Centre' about a job vacancy for a 'multi-tasking Media & Content Developer'.
- Video clips:** A row of six video thumbnails with captions: 'Urs Müller discusses the case method', 'Ulrich Schäfer on the case method', 'Key insights: case teaching and writing', 'Using cases with undergraduates', 'Pierre Chandon on cases', and 'Ask the experts: why use cases?'.

www.thecasecentre.org

- resources
- video clips
- services
- support

Case Writing Scholarships



- A fantastic way to publish your first case
- Available to previously unpublished case writers
- Includes financial support and free workshop place

www.thecasecentre.org/scholarships



Case method workshops



- Led by internationally respected case method practitioners
- Held at venues worldwide
- Practical and hands-on

www.thecasecentre.org/workshops



Student sessions



- preparing students for the case method
- increasing engagement
- free guide for students downloadable from our website

www.thecasecentre.org/casemethod



Case awards and competitions



The case community's annual 'Oscars'

- Recognising outstanding case writers and teachers worldwide
- Celebrating excellence in case writing and teaching
- Awards for most popular cases in nine subject categories
- Four worldwide case method competitions
- Compete against the best in the world!

www.thecasecentre.org/starquality



Case Writing & Teaching Exchange



- Join our hundreds of members worldwide
- www.thecasecentre.org/exchange



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