

“Start Writing Cases” Workshop: July 17-18, 2014

Hosted by School of Management, Fudan University, Shanghai

An Invitation Letter from Dean Xiongwen Lu

I am delighted to invite you and your colleague to attend the “Start Writing Cases” Workshop in July 17-18, 2014, at School of Management, Fudan University, Shanghai.

The workshop is suitable for faculty from any academic discipline that have little experience of writing cases to be used in the classroom. This practical and intensive two-day workshop will give you the tools and techniques you need to write your own cases with confidence. You will have the opportunity to work on your own case in a friendly and mutually supportive atmosphere while learning the secrets of successful case writing.

The workshop is led by Trevor Williamson, a Principal Lecturer at Manchester Metropolitan University Business School. Trevor has been writing cases and teaching with cases for over a decade and is one of the renowned case method tutors in the world.

We strongly encourage you to join in this collaborative effort. Apply today by clicking the following link: www.thecasecentre.org/AAPBS2014, or contact Kate Cook (kate@thecasecentre.org) for further information.

The workshop is co-organized by AAPBS Case Center (Association of Asia-Pacific Business Schools) and The Case Centre (previously known as ecch). Fudan University is honored to host the event. For more information about AAPBS Case Center, please contact Prof. Winnie Peng at HKUST (pengq@ust.hk).

We very much look forward to welcoming members to our event in July in Shanghai.
Sincerely,



Xiongwen LU, Professor
Dean
School of Management
Fudan University