



HKUST – Case Teaching Workshop: February 17-18, 2012

Dear Colleagues,

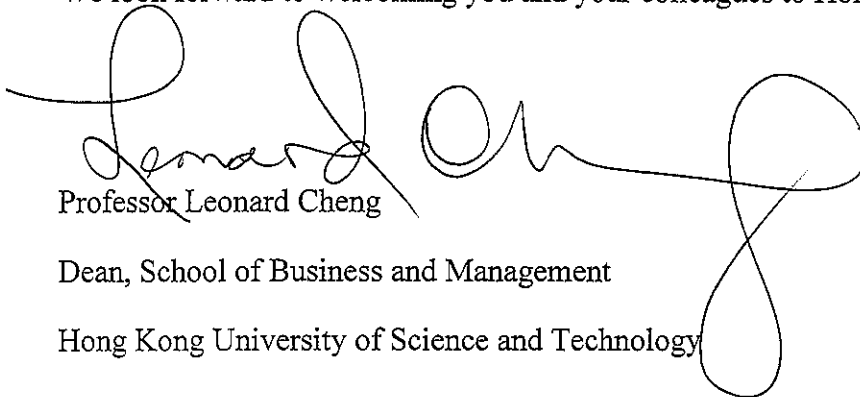
In previous years, HKUST Business School successfully hosted Case Teaching and Case Writing workshops. The workshops were well attended and received much positive feedback from attending faculty. Continuing our effort to facilitate collaboration amongst Asia-Pacific Business Schools, I am delighted to invite you and your faculty to attend the HKUST Case Teaching Workshop on February 17-18, 2012, at HKUST.

This two-day workshop aims at helping faculty develop and improve their case teaching skills. The workshop will be conducted by Professor Chen Shih-fen, who is the William Shurniak Professor in International Business at the Richard Ivey School of Business, University of Western Ontario. Professor Chen has over twelve years of experience teaching case studies at the undergraduate, graduate and executive levels, both in the US and Asia. He will leverage his experience and background to cover many of the unique challenges faculty face when teaching cases in Asia.

We strongly encourage you to send two or more of your faculty members to join in this collaborative effort. If you are interested in making a reservation, please visit the following website for more details: <http://www.bm.ust.hk/cbcs/>. The registration deadline is January 31 2012.

For further information about the workshop, please contact Jeroen van den Berg, Center Manager of our Center for Business Case Studies here at HKUST (email: Jeroen@hkust.hk).

We look forward to welcoming you and your colleagues to Hong Kong this February.



Professor Leonard Cheng
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