

AAPBS Case Teaching & Writing Workshop: April 16-17, 2013

hosted by KAIST College of Business

An Invitation Letter from Dean Byungtae Lee

I am delighted to invite you and your colleague to attend the AAPBS Case Teaching & Writing Workshop in April 16-17, 2013, at KAIST College of Business.

The AAPBS Case Teaching and Writing Workshop will provide a rich basis for developing student's analytical skills as well as encourage generating of quality written Asian cases. The seminar will focus on course design, table discussion, teaching notes and research plan to enhance teaching and learning. It would be valuable to you to be able to discover new ways of teaching and learning through a case study method and moving your case through the publication process.

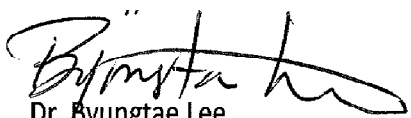
The workshop will build effectively on the two components which will make worthwhile; the quality of the contents coverage and the chance to network with peers that have common interests and goals.

We strongly encourage your faculty members to join in this collaborative effort.

If you are interested in making a reservation, please contact Susan Kim, AAPBS Secretariat Office at AAPBS@business.kaist.ac.kr

We very much look forward to welcoming members to our event in April in Seoul.

Sincerely,

A handwritten signature in black ink, appearing to read "Byungtae Lee". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Dr. Byungtae Lee
Dean of KAIST College of Business

A Brief Outline of the AAPBS Case Teaching Workshop

Organized by: Association of Asia-Pacific Business Schools (AAPBS)

Hosted by: KAIST College of Business

Time: April 16-17, 2013

Venue: SUPEX Building, KAIST College of Business, Seoul, Korea

Speakers: Dr. Jeffrey P. Shay, the Johnson Professor of Entrepreneurship and Leadership at Washington and Lee University

Outline of the Workshop Schedule:

Day 1: Tuesday, April 16

- Introduction, Case Teaching Method Overview, Course Design
- Preparing and leading case discussions
- Tips, Tricks and Tactics for Enhancing the Case Experience
- Mini-case Discussion: Robin Hood
- Case Discussion: West Indies Yacht Club Resort

Day 2: Wednesday, April 17

- Case Research Overview, Recognizing and Evaluating Opportunities
- Effectively planning data acquisition, Managing practical and ethical dilemmas, Writing effective opening paragraphs
- Writing the first draft, Writing effective Teaching Notes
- Moving your case through the publication process
- Participants engage in round table discussions of their case ideas and develop research plan

All the AAPBS members are welcome to join this event. Non-members are also invited to join as well. The seats are limited and available on a first-come, first-served basis. For more details, please refer to the registration form and detail itinerary.