

The Case Teaching Workshop

Executive MBA Program
National Taiwan University
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Purposes:

1. To demystify cases and case method teaching
2. To explore various approaches to using this powerful pedagogy
3. To discuss requirements for successful case teaching
4. To offer suggestions about the design, preparation, and execution of case teaching
5. To foster a rewarding research and teaching balanced career

Session 1	9:00-10:30	The Case: "The Section Just Took Over"
		<u>Assignments:</u> <ol style="list-style-type: none">1. Case: "The Section Just Took Over: A Student's Reflections" by C. Ronald Christensen2. "Notes on Preparing and Teaching Courses Using Business Cases" by John Whitney Note: "Individual Case-Teaching Assessment" to be distributed in class
		<u>Study Questions:</u> <ol style="list-style-type: none">1. From your teaching experience (or your observation of other instructors), which philosophies, techniques, and/or methodologies appear to be the most useful in encouraging a class to achieve general teaching objectives without subjecting the students to the sort of lockstep pattern Webster has chosen?2. What key teaching lessons have you gleaned from the case? How might they apply to your own teaching?
Break	10:30-10:45	

Session 2	10:45 - 12:30	Group Discussion and Report
		Note: "Group Discussion Questions" to be distributed in class
Lunch	12:30 – 2:00	
Session 3	2:00 – 3:30	Teaching and the Case Method
Break	3:30 – 3:45	
Session 4	3:45 – 5:15	Teaching: Preparing, Executing, and Integrating with Research

Ming-Jer Chen (PhD & MBA, University of Maryland) is the Leslie E. Grayson Professor of Business Administration at the Darden Graduate School at the University of Virginia.

A leading scholar in strategic management, Dr. Chen is the author of many articles on business strategy, competitive dynamics, and global competition. His work has been published in major scholarly management journals, including *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Management Science*, *Social Forces*, and *Strategic Management Journal*. He has the distinction of having twice received the Best Paper Award (1993 and 1995) from the Academy's Business Policy and Strategy Division as well as the 1996 *Academy of Management Review* Best Paper Award.

Dr. Chen is associate editor of *Academy of Management Review* and serves on the editorial boards of several journals, including *Organization Science*, *Strategic Management Journal*, *Academy of Management Journal* (1994-1998), and *Harvard Business Review* (China). He has served as the chair (1999-2001) and program chair (1997-1999) of the Academy's Business Policy and Strategy Division.

Beyond the realm of academics, Dr. Chen has extensive corporate teaching and consulting experience. He has taught in a variety of executive education programs at Columbia, Wharton, and Darden over the past 20 years. His recent clients include United Technologies, FedEx, DuPont, Morgan Stanley, AIG American General, and Bristol-Myers Squibb (US), BOC Gases (UK), People's Construction Bank of China, and BenQ and the Ruentex Group (Taiwan).

Dr. Chen's book *Inside Chinese Business: A Guide for Managers Worldwide* (Harvard Business School Press, 2001/3) was reviewed by *Foreign Affairs* and *Financial Times (Deutschland)*, among other publications. He has been featured in articles and interviews in major media outlets around the world, including *Forbes*, *The Wall Street Journal*, *USA Today*, Reuters, CNNfn, *Newsweek*, *US News & World Report*, *Handelsblatt* (Germany), the *Commercial Times* (Taiwan) China Central TV Corp., and *Fortune (China)*. He has contributed to the East-West dialogue on business and management through addresses to business groups internationally, including a keynote speech to the World Economic Forum's China Business Summit 2000 in Beijing, speeches in 2004 at the USChina Executive Summit in New York and the Hamburg Summit: China Meets Europe, and Expomanagement Argentina (November 2006).

Dr. Chen has taught management professors from each of the MBA programs in the People's Republic of China at the invitation of the National MBA Education Advisory Committee (1997), and has conducted workshops for strategy and international business scholars in Taiwan at the invitation of the National Science Council (1997, 2004). He is a recipient of the Wachovia Award for Excellence in Course Material Development at the University of Virginia (2003).

Before joining Darden, Dr. Chen was on the faculty of the Graduate School of Business, Columbia University (1989-1997), and the Wharton School, University of Pennsylvania (1997-2001). He has held affiliations with the Chinese University of Hong Kong, the Imperial College of Science, Technology, & Medicine (UK), and the National University of Singapore.