

WORKSHOP ON CASE STUDY WRITING.

1. RATIONALE

The use of case studies has long been recognized as an effective approach in training and learning. Case studies enable participants to use their experience, skills and creativity to solve problems in simulated situations. Case users are required to analyze the issues and problems in a situation narrated in the case and make decisions on the best alternative or plan of action to solve these problems.

Case writing is not merely story writing, but it is writing with a purpose. There are certain techniques and conventions that have to be adhered to in writing good cases. Well-written cases become effective tools of learning when the proper case leading method is applied in the teaching process.

2. OBJECTIVES

The objective of the Workshop is to equip participants with the knowledge and skill in writing cases. At the end of the Workshop, participants would be able to:

- i. identify the different types of case studies
- ii. describe the process of case writing
- iii. describe the conventions used in case writing
- iv. demonstrate the skill in writing a case

3. WORKSHOP OUTLINE

The Workshop covers 3 phases over a period of time. Phase I covers the theoretical aspects of case writing and Phase II and III are the critiquing sessions where the cases written by the participants will be class-tested.

Phase I: (1 day)

- What is a case?
- Why the case method?
- Types of cases
- Conventions in case writing
- Demonstration of a case
- Teaching Guide
- Preparing the first draft and the teaching guide
- Hands-on activities

Phase II: (3 days and 2 nights)

- Case presentation of first draft
- Case critiquing of first draft
- Feedback and discussion

(Note: All participants must have draft cases ready to be able to join Phase II of the workshop)

Phase III: (3 days) – not compulsory

- Case presentation and critiquing of final draft
- Feedback and discussion

(Note: Half-day or a full day workshops can be conducted before in between phases if needed)

4. REQUIREMENTS

- Participants are required to prepare a draft case prior to the start of Phase II Workshop.
- Participants should have a basic foundation in management theories and practices.
- Participants must be proficient in English or Bahasa Malaysia.

5. PROFESSIONAL FEES

The standard payment of CWAM's services will depend on the hours for Phase I; and the number of facilitators needed for Phase II and Phase III. These charges do not include other expenses mainly training facilities and accommodation for the involved facilitators. As the workshop is very intensive, one facilitator will be needed per five participants to conduct the critique sessions in Phase II and Phase III.

Below are the breakdowns of our professional fees in general:

- Phase I – 1 day workshop with one/two facilitator(s) – RM500 per hour per facilitator;
- Phase II – 3 days 2 nights workshop with one facilitator per five participants – RM500 per hour per facilitator or a maximum of RM4000 per day per facilitator;
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- Other short workshops will be based on RM500 per hour per facilitator.