Case Studies as a Teaching Tool in Management Education

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Dominika Latusek (Kozminski University, Poland)

Description:

Management education is one of the most popular fields of study worldwide, and as it continues to grow, so does the need for updated, relevant programs to best prepare students for the business world. Case studies have become popular as a means to teach real world applications, but require flexibility in form and content catered to each audience in order to garner the intended affects.

Case Studies as a Teaching Tool in Management Education demonstrates the benefits and challenges associated with teaching through case studies in management studies, by weaving theory and practice to form a comprehensive outline for educators.

Readers:

This publication is essential reading for managers, business professionals, teachers in higher education, and advanced management students.

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Topics Covered:

- Active Learning
- Case Evaluation
- Critical Thinking
- Deductive Logic
- Experiential Learning
- Flow Theory
- Student-Generated Cases
- Transactional Analysis

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