

Unlock the Power of Storytelling in Management Education!

Writing and Publishing Teaching Cases

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EM Normandie Business School

Le Havre, France

Date: March 21st, 2024

Place: Academic Club ECON MUNI

Time: 13:00-15:00

Are you passionate about making a real impact in the classroom? Do you dream of crafting engaging narratives that inspire and empower future generations of learners? Join us for an Writing and Publishing Teaching Cases workshop with Prof. Mohit Srivastava from EM Normandie Business School, Le Havre, France. Prof. Srivastava has written several cases and published in Ivey Publishing or Harvard Business Publishing on various companies from different sectors: <https://hbsp.harvard.edu/search?action=&author=Mohit%20Srivastava>

The session will focus on:

- **Dive into the Art of Case Writing:** Discover how to transform real-world challenges into compelling teaching cases that captivate students' imaginations and stimulate critical thinking. More specifically, the session will focus on developing an engaging case study for the students and effective teaching notes for the instructors.
- **Unlock the Secrets of Effective Storytelling:** Learn the techniques and strategies educators use to craft narratives that resonate with learners and bring course concepts to life.
- **Launch Your Work into the World:** Gain insights into the publication process and learn how to navigate the world of academic journals, case publishing houses, and educational platforms to share your teaching cases with a global audience.
- **Connect with Like-Minded Educators:** The session will also provide information on developing your network with fellow case writers and educators, sharing ideas, that elevate teaching and learning in your field.

Don't miss out. This session will open the world of education through the power of storytelling.