



## **The Case Centre**

### **22<sup>nd</sup> CEEMAN Annual Conference**

Budapest, 25<sup>th</sup> and 26<sup>th</sup> September 2014

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## What do we do?

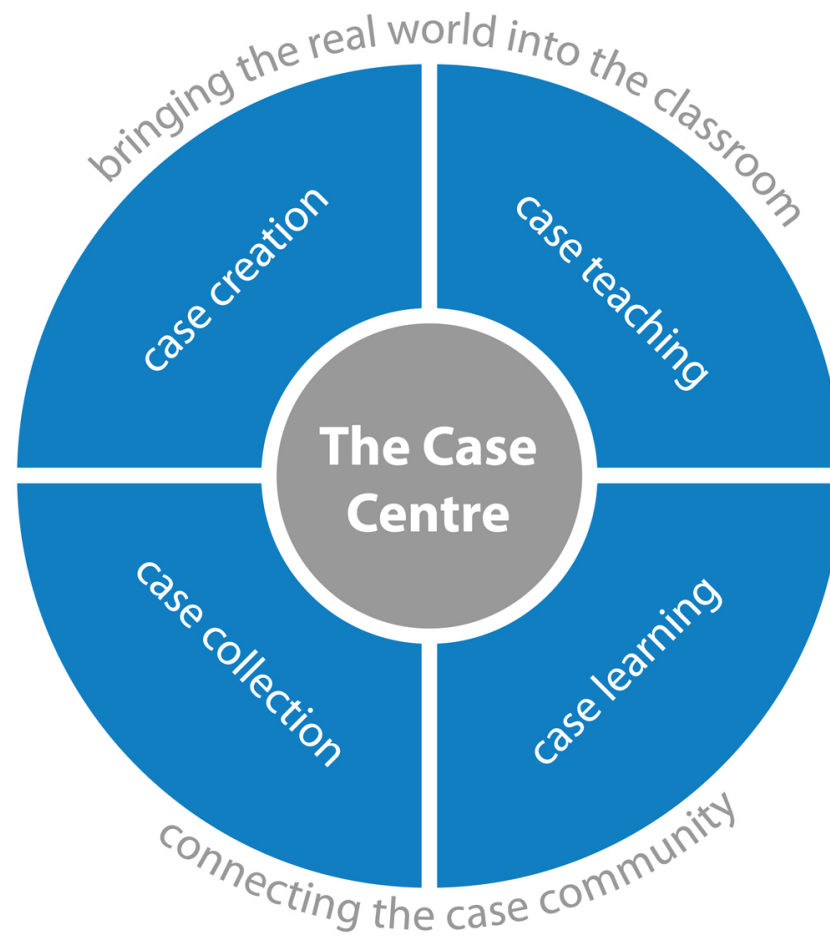


- our mission

*We are dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe*

- The Case Centre has the largest collection of management cases in the world
- over 51,000 case studies in our database
- we sell over 800,000 cases annually

## What do we represent?



## History and governance



- established 1973
- independent, not for profit, membership based organisation with charitable status
- offices at Cranfield University UK, and Babson College, USA



## Membership



- Current benefits include:
  - CoursePack Creator – SchoolPay
  - delivery of materials via your own course area or eReader app
  - free access to Prendismo collection of video clips
  - limit on shipping charges
  - royalties on case sales authored at your organisation
  - discount on our open case training workshops



## Emerging countries



- discounts of 40 – 80% are available for educational organisations in emerging countries
- the rate and eligibility of the discounts are dependent on the level of tuition fees charged for the MBA programme
- to qualify for a discount tuition fees must not exceed £6,000

## Case collection



- All major case producing schools worldwide
- North American collections
- European collections
- Asian collections
- other collections worldwide
- individual authors worldwide

## Included in our collection



- Asia Case Research Centre
- Babson College
- Darden Business Publishing
- Harvard Business Publishing
- IESE Business School
- IMD
- INSEAD
- Ivey Publishing
- Kellogg School of Management
- London Business School
- Stanford Business School



## Submitting cases



- downloadable registration pack includes:
  - information to include on the front page of the case and teaching note
  - key elements required in the teaching note
  - how to obtain the necessary release documents
- no referee process, comprehensive testing before submission
- teaching note and learning objectives required
- permission required for field based cases
- royalties on case sales if at member organisation

## Copyright and third parties



- copyright is always retained by the author or institution
- we distribute through our own website but we also work with a few distribution partners including:
  - McGraw-Hill
  - Study.Net
  - University Readers
- we work hard to protect the intellectual property of our authors and publishers

## The largest source of case materials



- Over 89,000 items

- > 51,000 cases

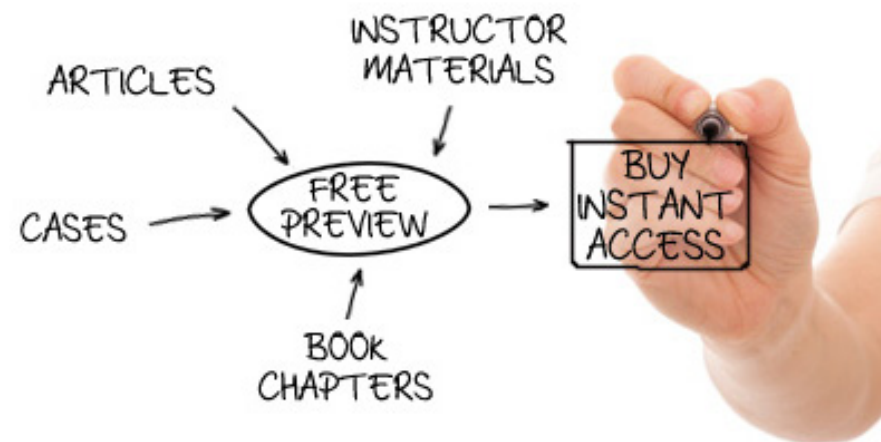
- > 22,500 instructor materials

- > 600 DVDs

- > 9,800 management articles

- > 3,900 book chapters

- + books, notes and articles on the case method





## Registering on our website



As an educator, once registered you can:

- view on-line inspection copies for free
- receive free on-line access to almost all instructor materials
- order items for instant delivery to your *my account* facility
- bookmark favourite items
- share results with colleagues via e-mail and social network sites



## Finding a case



- use our comprehensive on-line product search facility to find the right materials for you
- search on a variety of fields
- filter the results to include:
  - items with instructor materials only
  - items where an inspection copy is available on-line
  - prize winning items
- authoring institution logos help you instantly identify the source of the materials



## Delivery options available



- electronic downloads

to help you select materials

- inspection copies
- instructor materials (teaching notes)

for teaching purposes

- printing copies for students from a downloaded PDF
- delivery of materials via your course area or eReader app
- delivery of materials via our CoursePack Creator

If an item is not available electronically, or you wish to receive printed copies, we provide a fast print fulfillment service

## CoursePack Creator



- quickly create professional and comprehensive CoursePacks
- customise with your school logo
- select teaching materials from our collection and add your own
- get copyright permission (if available) for additional materials
- use categories to organise
- add notes or instructions to each item
- track and monitor student downloads
- duplicate your CoursePack for repeat purchase



## Getting more from your registration



- receive free monthly email updates about new items added in your area(s) of interest
- keep your finger on the pulse with *The Case Centre connect* our free, quarterly e-bulletin that will keep you up to date with what's happening in the case community
- check out the regular features on our website and gain insight into how authors teach their cases and the writing process plus much more



## Case awards



- every year we recognise those authors and cases that have proved popular in the case world
- awards are made across nine academic subject categories
- all cases registered with us during the last five years are eligible
- the winner is based on the number of individual organisations ordering and teaching the case during the last calendar year



## Case writing competition



### **Outstanding Case Writer: Hot Topic**

2014 hot topic is 'Digital Transformation'

#### Entry requirements:

- maximum of 5,000 words in total
- (excluding exhibits)
- teaching note
- completed after 1 April 2013
- tested in the classroom



Prize fund of €1,500

Submission deadline 10 October 2014



# Case writing competition



## Outstanding New Case Writer

Entry requirements:

- maximum of 5,000 words in total (excluding exhibits)
- teaching note
- completed after 1 April 2013
- tested in the classroom

Prize fund of €1,500

Submission deadline 10 October 2014



## Case teaching competition



### Outstanding Case Teacher

Celebrates exceptional individuals or teams who are achieving excellence through innovative and creative approaches

Prize fund of €1,500

Submission deadline 14 November 2014



## Case writing scholarships



As part of our mission to support and inspire case writers, we offer a number of Case Writing Scholarships each year.

- Eligibility:
  - first-time case writer and a faculty member or PhD student with teaching responsibilities
  - any organisation worldwide
- Package includes:
  - financial support €1,300
  - free place on a case writing workshop
  - professional feedback



## Case method workshops



- open events
  - case teaching
  - case writing
- customised events
- student sessions
- tutors
- global



## Working collaboratively, supporting cases



- conferences
- competitions
- conference sessions and workshops
- cross promotion of events on our website
- features on our website and in *The Case Centre connect*

## Questions?



Visit our website for more information

Questions about:

- ordering or search
- submitting a case
- case method training

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