Case Writing: Leaving Your Legacy to Others

Are you interested in leaving your vast experience to be learned by others in your organisation?
Lack of learning and development materials in the local context?
Interested in having your case study to be published?
Are you interested in upgrading your case study writing skills?

Introduction

A case study is an effective tool for training and education. Developing case studies for a learning centre helps to increase the efficiency and effectiveness of teaching the process. The case study accelerates the learning process when the case addresses the right environment and the right culture. Hence, it is essential for a trainer and an academician to learn the techniques to write a case study. Case writing is very important for senior management to leave their knowledge and skills to be learned by the other officers.

Program Objective

The program aims to
- Expose participants on the techniques to write a case study
- Equip the participants with knowledge and skills to write teaching notes of a case study

Learning Outcomes

After completing this program, participants should be able to
- Write a complete case study
- Construct teaching notes
- Convert personal experience into a study manual.

Who should attend?

Senior academicians and anyone who would like to share their experience with others

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	**Introductory of a Case Study** In this module, the Participants would learn the characteristics and composition of a case study. Participants also start to appreciate the level of difficulties of the case study
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Case Writing Process** This module exposes participants to the step by step approach of case writing. Participants get prepared with the case writing process.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Case Origin and Initial Paragraph** The participants start to understand the initial paragraph of the case study and also the strategy to write an initial paragraph.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Practical Session: Writing Initial Paragraph**

Time	Day Two
9.00am– 10.30am	**The Storyline and Decision Cut** In this module, participants learn a systematic way of constructing a storyline for the case to be presented. This is the skeleton of the whole case study. Participants should complete storyline writing by the end of the session.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Outline of Case and Subtitle** This module exposes participants start to expand the case into micro-level of the case study. Participants need to focus on the trigger action of the case. Participants should complete writing the case sub-title before the end of the session.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Closing Paragraph** Participants need to construct the closing paragraph of the case to enable critical thinking for the case reader.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Practical Session: Completion of Case writing**

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Time	Day Three
9.00am–10.30am	**Case Presentation and Evaluation** Participants need to present and discuss the case completed on day two. Critical evaluation of the construction of the case is conducted.
10.30am-11.00am	**Break and Networking**
11.00am-12.00pm	**Case Reading and Editing** In this module, the participants learn ways how a case is evaluated and how a case is a peer evaluated.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Case Analysis** The case needs to be analysed according to the core problem, diagnosis, roots, and identification of alternatives, evaluation of alternatives, and evaluation.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Practical Session: Case Editing and Case Analysis**

Time	Day Four
9.00am–10.30am	**Case Evidence and References** Participants need to learn methods to support the case by providing related documents to provide further information about the case.
10.30am-11.00am	**Break and Networking**
12.00pm-1.00pm	**Constructing Case Questions** Participants construct questions for teaching and learning purposes. Participants would map case question with Bloom's taxonomy
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Constructing Teaching Notes** The participants would learn how the element of teaching notes.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Completion of Teaching Notes** The participants would present the case with the teaching notes.