

## **International Business Pedagogy Workshop Programme**

### **Case Studies in IB – with focus on video case development**

Venue: Leeds University Business School, Leeds, UK

Dates: 16 December 2019

Case studies have been used in business education for decades. The rich context they are able to provide concerning the behaviour of firms offers students valuable insights into the complexity of business, provides students with a means to apply or test theories against real life scenarios and also creates opportunities for students to critically evaluate problems or outcomes and to come up with solutions.

The field of international business along with the experience of MNEs operating in a global environment offer a myriad of context that can be deployed within case studies. When used well, case studies are highly appreciated both by instructors, who favour offering challenging, effective student-centred activities and also by students who are seeking engagement with real life examples of international business in action.

However, what is viewed as good practice for case study development and delivery in IB? Are we using case studies to their full potential in IB teaching? This workshop provides a forum to learn about the latest innovations in case study thinking, to discuss case study development and related student assessment and also to share good practice. Two workshops will focus on the development and production of video case studies.

#### **Monday 16 December 2019**

##### **08:30-09:00 Registration, Coffee and Networking**

##### **09:00-09:30 Welcome**

Opening Remarks, S. Tamer Cavusgil, Fuller E. Callaway Professorial Chair and Executive Director, CIBER, J. Mack Robinson College of Business Georgia State University

09:30-10:30 **Keynote Speech: The merits of, and best practice in, case teaching**  
Attila Yaprak, Ph.D., Professor of Marketing and International Business;  
Director, Doctoral Programs and Board of Visitors Faculty Fellow, Mike  
Ilitch School of Business, Wayne State University

**10:30-11.00 Tea & Coffee**

11:00 - 12:30 **Workshop: Developing Video Case Studies I**

Developing and producing video case studies. Examples from  
businesses schools and practice.

An interactive workshop facilitated by:

Filip De Beule, PhD., Assistant Professor of International Business, Faculty  
of Economics and Business, KU Leuven, Belgium

Nukhet Vardar, PhD., Owner of edtech company, El Izi UK, London

Hinrich Voss, PhD., Professor of International Business, University of Leeds

**12:30-13:45 Lunch**

13:45 -15:30 **Workshop: Developing Video Case Studies II**

Developing and producing your own video case studies.

An interactive workshop facilitated by:

Filip De Beule, PhD., Assistant Professor of International Business, Faculty  
of Economics and Business, KU Leuven, Belgium

Nukhet Vardar, PhD., Owner of edtech company, El Izi UK, London

Hinrich Voss, PhD., Professor of International Business, University of Leeds

15:30 - 16:00 **Closing and Presentation of Certificates**