

Writing and Publishing Discussion Cases Workshop Content Overview

Contact: grandon@usf.edu

Dates and times: 11 July 2017, 13:30-14:30

Location: ACIST 2017, UCT

Intended Participants:

Faculty and doctoral students interested in using the case method, developing discussion cases, and employing discussion cases in the classroom and online.

The Case Method: The case method is an interactive teaching method that involves using a detailed description of a real world decision situation to stimulate an in-depth classroom discussion, typically lasting 75 to 90 minutes. The principal pedagogical objective of the approach, which was originally developed and refined at *Harvard Business School*, is to help students improve their *judgment under conditions of considerable uncertainty and ambiguity*. As such, the case studies developed to support these discussions rarely have a “right” answer and the actual outcome associated with a particular decision tends to be less important than the process through which the decision was reached. The case method can also be applied to research settings, where it differs from other common forms of management research in its use of different forms of triangulation, the importance of observer interpretation and the degree to which the researcher becomes immersed in the problems being investigated.

Workshop Objectives: The workshop is intended to provide participants with an introductory look at the case method, with a particular emphasis on its application to complex technology and management situations. Topics to be covered will include:

Types of case studies and their application: The term “case study” means many things to different people. A framework for understanding the various types of case studies and their appropriate uses will be introduced.

Developing discussion cases: The steps in the process of developing a discussion case will be examined, both from the case writer’s and organization’s perspective.

Facilitating case discussions: Using cases as an instructional medium. Participants will be given the opportunity to participate in a discussion of an abbreviated case that considers the potential role of locally developed case studies in transforming a curriculum.

Publishing discussion cases: Outlets for publication of peer-reviewed discussion cases and research cases will be examined, as well as other outlets through which cases can be distributed.

Workshop Materials: An electronic copy of the book developed for case workshops (*Informing with the Case Method* by T. Grandon Gill, 2011, Informing Science Press) is available for full download from Google Books at no cost.

Schedule

13:30-14:00	Overview of case studies: What is a discussion case?
14:00-14:30	Developing, facilitating and publishing discussion cases

About the Facilitators



Grandon Gill is a professor in the Information Systems and Decision Sciences department of the University of South Florida. He is also the Academic Director of the Doctor of Business Administration program at the Muma College of Business. He is Editor-in-Chief of *Informing Science: The International Journal of an Emerging Transdiscipline* and the *Journal of IT Education: Discussion Cases*, also serving as a Governor and Fellow of the *Informing Science Institute*. In 2014, he was the inaugural recipient of the *Zbigniew Gackowski Award* for contributions to informing science research.



Matt Mullarkey is the Director, Doctor of Business Administration Program at the USF MUMA College of Business and an Instructor in the Information Systems and Decision Sciences department at the University of South Florida. He holds a Ph.D. in Business Administration (Information Systems) from USF, a BS, Engineering, from the United States Military Academy, an MS, Systems Management, from the University of Southern California, and an MBA from the Moore Business School, University of South Carolina. Matt has more than 25 years of experience as President, CEO, COO, and SVP in the automotive, applied materials and medical device industries with P&L responsibilities globally. His principal research interest are the impact of social networking in and between organizations, monetization of companies' data streams, and applying the case method to MIS and MBA education. He is an editor for the *Journal of IT Education: Discussion Cases*.