IVEY CASE WRITING WORKSHOP
LEARN THE ART OF CASE WRITING JULY 18–22, 2011
University of Tennessee, Knoxville | Center for Executive Education | Haslam Business Building

Build your skills as a writer and educator at this unprecedented case writing opportunity.

- Today’s students want to work with relevant and challenging material; faculty want to teach to specific learning objectives and provide a forum for stimulating discussion.
- Organizations want to share real-life experiences to either duplicate successes or avoid failures. Cases that document authentic episodes allow executives to put themselves into actual scenarios and walk through a decision process complete with ethical, financial, marketing, logistical, and managerial dilemmas.
- By week’s end, you will have completed a case for immediate use.

EARLY REGISTRATION IS ENCOURAGED BY JUNE 3, 2011
Special pricing for UT faculty, staff, and students: $1,750
UT seats are limited and available on a first-come, first-serve basis.
Non-UT price: $3,000.
Tuition includes textbooks, breakfast, and lunch.
To register or for more information, visit http://CaseWriting.utk.edu or call Kathy Golbeck at (865) 974-5001.

FACULTY
Michiel R. Leenders
James A. Erskine
These Ivey Business School professors authored the case method textbooks used in the workshop.

WHO SHOULD ATTEND?
FROM ACADEMIA
Faculty, Research Assistants, Ph.D. Candidates, Instructors, Lecturers
FROM BUSINESS AND GOVERNMENT
Trainers, Staff Specialists, Course Designers, Workshop and Seminar Teachers, Personnel Managers

CREDENTIALS
The Richard Ivey School of Business is the second largest producer and distributor of cases in the world.

THE UNIVERSITY OF TENNESSEE CENTER FOR EXECUTIVE EDUCATION

FIRST TIME OFFERED IN THE SOUTHEAST U.S.

http://CaseWriting.utk.edu