

Teaching with Cases: A Framework-Based Approach

Marcos C Lima

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Having used case studies for over ten years in Brazil and in France, the authors share in this book their insights about the classic "Harvard Method" as well as a more "Framework-centric" approach. They also discuss their own "Fragmented Synthesis" technique, based on the principles of Active Learning, which stimulates critical and creative thinking through student collaboration. The book illustrates the use of these approaches in three fully developed case studies with their respective teaching notes. This guide is aimed at experienced business teachers who wish to gain insights on alternative approaches to teaching with cases as well as less experienced teachers who are looking for a "behind the scenes" peek at how cases are written and taught.



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