



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI



**AACSB**  
ACCREDITED

# CASE WRITING WORKSHOP

## DEVELOPING CASES FOR TEACHING AND LEARNING

**29th - 30th August 2018**

**A Two-day Training Workshop**

Designed for professionals and academic people - all those who work in business and management, and use cases as tools for real-world problem solving and experience-based learning



**For any enquiries:**

Executive Development and Industry Linkages Unit,  
Faculty of Economics and Management



03 - 8946 7600



03 - 8946 7665



edil\_fep@upm.edu.my or lawsh@upm.edu.my



Scan me

AGRICULTURE • INNOVATION • LIFE

**BERILMU BERBAKTI**  
WITH KNOWLEDGE WE SERVE



Case writing is not merely story writing, but it is writing with a purpose. There are certain techniques and conventions that have to be adhered to in writing good cases. Well-written cases become effective tools of learning when the proper case leading method is applied in the teaching process. Real-world cases have been used by many higher learning institutions and organizations as pedagogical tools to bring problems and approaches from the managerial world into the classroom.

The objective of the Workshop is to equip participants with the knowledge and skill in writing cases. At the end of the Workshop, participants would be able to:

- i. identify the different types of case studies
- ii. describe the process of case writing
- iii. describe the conventions used in case writing
- iv. demonstrate the skill in writing a case



### **For any enquiries:**

Executive Development and Industry Linkages Unit,  
Faculty of Economics and Management

☎ 03 - 8946 7600

🏠 03 - 8946 7665

✉ [edil\\_fep@upm.edu.my](mailto:edil_fep@upm.edu.my) or [lawsh@upm.edu.my](mailto:lawsh@upm.edu.my)

