CASE STUDY COLLOQUIUM

Developing transformative and research-informed practice using case studies as a teaching pedagogy

This event is for all staff using the case study teaching method, and those leading and supporting the approach.

Thursday, 23rd May 2019
10am - 4pm
Room 5-050, Aungier Street

'Best Practice in Teaching and Writing Cases'
Guest Speaker: Justin O’Brien
Senior Lecturer in Strategy and Marketing
School of Business and Management,
Royal Holloway University of London

'Sharing Practice in Case Study Teaching'
College of Business Speakers
Roger Sherlock, Tara Rooney,
Tom Cooney, Pat Kenny, Siobhan O’Regan,
Donal O’Brien, Tony Buckley, Paul Donnelly
and video by Eoghan O’Grady,
Among the topics shared in the afternoon:
- Preparing students for case study competitions
- Using simulations in case studies
- Cross case Analysis
- Teaching with cases in Accounting and Finance, Marketing and Management

About the Guest Speaker

Justin O’Brien is Co-Director for Student Experience and leads the pedagogic scholarship research theme ‘Management Education’, having also served as the MBA Director. Justin teaches digital marketing and entrepreneurship and guest lectures at Stockholm, Toulouse and Kaplan Singapore business schools. He started out working in international marketing in the aviation industry before a case study on McDonald’s glocalisation ushered a move into teaching. He has a very innovative, experiential and practice oriented pedagogic approach and has published more than a dozen case studies.