See One, Do One, Teach One

Using Student-Produced Cases to Learn About Decision-Making
What is a Case?

- A description of an actual situation involving a challenge, opportunity, decision or problem faced by a decision maker
- Meant to achieve educational objectives
- Field based
- Normally written
- Comprised of information and data available to the decision maker at the time the case was written
- Released to:
  - assure academic honesty
  - validate company information
  - grant permission to use
  - maintain practitioner/academic relationship
Why Use Cases?

- Utilize theory, concepts, tools and techniques
- Develop data interpretation and analysis skills
- Apply decision making skills
- Practice interpersonal and communication skills
- Create a positive learning environment
- Simulate reality
- Learn by doing and by teaching others
The Three Stage Learning Process

Learning

Individual Preparation

Time
See One: Harrison-Lockington

- Individual Preparation
  - Short Cycle Process & Long Cycle Process
Case Preparation Chart

Case Title:

I. Short Cycle Process

Name                        Position
Who:
Issue(s)
What:
Why:
When:

Case Difficulty Cube

How: (_______, ________, _______)
Analytical, Conceptual, Presentation

II. Long Cycle Process

A. Issue(s)

Immediate       Basic
1.               1.
2.               2.
3.               3.

Important       Urgency       Low High
Low       I   II
High      III  IV

B. Case Data Analysis
(Apply course framework(s) and analytical tool(s))

Case Assignment:

II. Long Cycle Process (continued)

C. Alternative Generation

1.
2.
3.

D. Decision Criteria

1.
2.
3.

E. Alternative Assessment

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F. Preferred Alternative

Predicted Outcome

G. Action & Implementation Plan

Timing (Milestones)

Who?
What?
When?
Where?
How?

Missing Information

Assumptions
See One: Harrison-Lockington

- Individual Preparation
  - Short Cycle Process & Long Cycle Process
- Small Group Preparation
The Three Stage Learning Process

- Individual Preparation
- Small Group Discussion
- Learning

Time
See One: Harrison-Lockington

- Individual Preparation
  - Short Cycle Process & Long Cycle Process
- Small Group Preparation
- Large Class Discussion
The Three Stage Learning Process

- Individual Preparation
- Small Group Discussion
- Large Group Discussion

Learning vs. Time
Do One ... Actually, Do Several

- Six additional cases throughout the semester
  - Each requires individual preparation (case reactions due through ReggieNet by noon the day of class)
  - Group preparation is suggested but not required
  - Large group discussion
  - Close the loop with individual feedback on case reactions
Groups are assigned to one local non-profit organization

Groups interview an organizational contact to explore current and recent decisions and write their own case and teaching note

Over a 4-6 week period, student groups provide a variety of deliverables and receive formative assessment
During the final weeks of classes, each group facilitates a 30-minute discussion of their case.

Groups receive additional formative feedback and then submit the final versions of their cases and teaching notes.

Each student also writes a reflection paper.