

Utilizing Case Studies in Business Education

Part of the Advances in Human Resources Management and Organizational Development Book Series

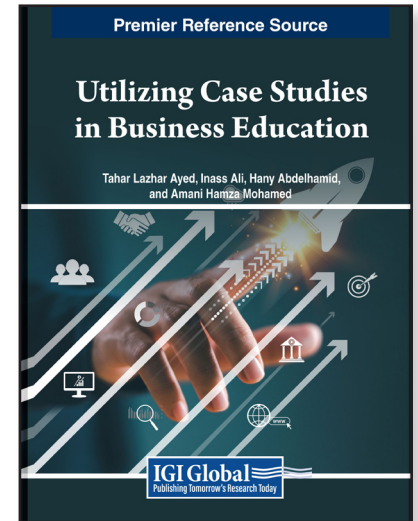
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Description:

Many educators need help to effectively incorporate case studies into their teaching, often requiring more expertise and guidance to maximize their educational impact. This challenge is particularly acute in disciplines such as entrepreneurship, tourism, finance, business law, and digital marketing, where real-life examples can significantly enhance students' learning experiences. Current resources often need more practical advice on implementing theoretical concepts, leaving educators unsure how to utilize case studies to achieve specific educational objectives.

Utilizing Case Studies in Business Education offers a comprehensive solution for educators seeking to enhance their teaching with case studies. It provides a practical guideline with pedagogical instructions on effectively utilizing case studies in teaching, offering strategies for attaining teaching goals, and improving students' analytical skills and problem-solving abilities. The book presents real-life cases from the Gulf Cooperation Council (GCC) and other international locations, enabling students to analyze national and regional examples and gain a deeper contextual understanding.

With a diverse audience in mind, including students, educators, business professionals, and organizations, **Utilizing Case Studies in Business Education** serves as a versatile resource for refining management skills. It offers a structured approach to case study utilization, guiding educators on how to present cases, analyze problems, and derive meaningful insights. By bridging the gap between theory and practice, this book equips educators with the tools they need to effectively incorporate case studies into their teaching, ultimately enhancing student learning outcomes across various disciplines.



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Classification: Edited Reference

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(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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