

Business Case Development and Application

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1999 NIS College and University Partnership Program
(Partnership Between Kent State University and a Russian
University Consortium of Tver, Volgograd and Voronezh
State Universities)

Business Case Development and Application

This text provides an overview of the case method and is intended to assist faculty participating in the Russian University Consortium to develop and use cases in the business curriculum. Additionally, the case approach will be used during the grant period to help establish and build partnerships between the University Consortium and regional business communities in Tver, Volgograd and Voronezh. These partnerships will be used to ensure that the curriculum addresses issues important to the business community and thus, help support economic development throughout the region

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*The case writing and teaching approach outlined here is based upon the model developed by case researchers from The University of Western Ontario. For more discussion of the issues presented here, please refer to the following texts.

Erskine, James (A.), Michiel R. Leenders and Louise A. Mauffette-Leenders (1998) "Teaching With Cases", Ivey Publishing, London, Ontario, Canada.

Leenders, Michiel R. and James JA. Erskine (1989) "Case Research: The Case Writing Process", (3rd edition), Ivey Press, London, Ontario, Canada.