



Program on Case Method and Participant-Centered Learning (PCMPCL) 21 January 2009 (1.30pm to 5.30pm) & 22 January 2009 (9.00am to 5.30pm) – 1.5 day

By

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Jointly Organised by:

Department of Industrial & Systems Engineering & Professional Activities Centre
Faculty of Engineering, National University of Singapore

Introduction`

The Program on Case Method and Participant-Centered Learning (PCMPCL) is a seminar designed by Harvard Business School (HBS) senior faculty members to meet the changing needs of teachers of management topics in Greater China and Singapore. The seminar focuses on teaching, course development, and case writing—with a particular emphasis on the efforts required to introduce participant-centered learning methods into more conventionally taught curricula. In addition, the course will provide guidance on the creation, development, and tailoring of materials to reflect the specific management opportunities and challenges for the students taught at your institution.

The Program on Case Method and Participant-Centered Learning is designed for faculty members who will play major roles in leading curriculum development in their respective institutions over the next decade.

The learning objectives for the program were developed based on extensive discussions with the deans and rectors of leading business schools.

Program Objectives

The objectives include:

- Assisting academics in the process of updating curricula to accommodate participant-centered learning
- Discussing the important issues related to teaching and course development methodologies
- Providing experiences in translating the theoretical into practice-based learning within the region
- Helping to identify useful teaching, including the HBS syllabi and other resources
- Creating a self-help network among the HBS faculty and the faculty of other prestigious institutions to share "best practices" in participant-centered learning
- Developing and strengthening case-writing and course development skills

Program participants should expect to improve their skills in fostering participant-centered learning through teaching, course design, and case writing. In addition, they will gain a greater understanding of the resources available to assist them in these efforts.

Curriculum

The seminar consists of core classroom sessions on teaching methods, case research, course design and development, and case writing. The topics will include:

- Learning and developing as leaders and teachers
- How people learn and the qualities of a strong teacher
- The philosophy of discussion-based learning
- When the case method is, and is not, appropriate
- Teaching strategy: preparation and execution
- Developing teaching plans
- Questioning, listening, and offering feedback
- Developing a strong relationship with the class
- Effective course development
- Case writing and editing
- Strategies for introducing participant-centered learning, including support requirements and political responses

SPEAKER PROFILE



Paul W. Marshall

MBA Class of 1960 Professor of Management Practice

Professor of Management, Paul W. Marshall, is affiliated with the Entrepreneurial Management Unit and teaches **The Entrepreneurial Manager in the Turnaround Environment**. This Elective Curriculum course focuses on the role of managers trying to execute an Operational Turnaround in a company in distress. He is also faculty chairman of the **Program for Case Method and Participant Centered Learning (PCMPCL)**. This Executive Education program is attended by Business Professors from greater China and focuses on teaching and course development techniques. Previously he has been the Course Head for the Required Curriculum course entitled **The Entrepreneurial Manager**, and also taught the course entitled **Running and Growing the Small Company** in the Elective Curriculum of the MBA program and the **Finance Course** in the Required Curriculum. In both 1998 and 1999 he received the MBA Class's Outstanding Professor Award. Professor Marshall has been a member of the Harvard Business School faculty on two prior occasions. During his first appointment he served as course head for the Production and Operations Management course in the Required Curriculum. He also taught and developed material in Managerial Economics, Decision Analysis, Manufacturing Policy, and Project Management. Subsequently with a part-time appointment as Adjunct Professor he taught the Required Curriculum course, Management Policy and Practice.

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