

Case Club Management Guidebook

A practical guide on how to establish and manage case
club

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CASEKEY ACADEMY GUIDEBOOK SERIES

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This Guidebook is a living document and will be updated to reflect feedback, lessons learned, as well as policy and operational changes. Please provide any comments or feedback on this document to: general@nationinaction.com.



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ABOUT THE GUIDEBOOK

Business Case Competitions are events that bring together interdisciplinary teams of students and professionals from multiple universities, academic programs, and consulting companies to solve the most challenging problems of industry or particular companies today.

A business case competition is a type of academic contest for business school students. These competitions originated in the United States but are now held all over the world. To compete, students typically break into teams of four people. The teams then read a business case and provide a solution for the problem or situation presented in the case. This solution is typically presented to judges in the form of verbal or written analysis. In some cases, the solution may need to be defended. The team with the best solution wins the competition.

Nowadays, business case competition is an increasingly common teaching method in many educational systems worldwide. There is a high variation of competition framework; however, each framework carries out intensive and compact learning experiences, especially for business students and graduates to explore themselves in a similar situation as in real working life. By attending a case competition, participants can exceed their knowledge through complex challenges, including networking, case solving, time management, teamwork, et cetera. In the end, the real challenge is not just about solving a problem. It is more about how they can learn from and see beyond what is apparent, regarding personal development, skills, and competition results.

Typically, university teams can participate in many case competitions during the year and the number of competitions is increasing. But what makes the teams good and what preparations lie behind it? It is coaching. Coaching consists of choosing students and putting them together in teams with the purpose of training them in the international business strategy analysis, presentation skills, reasoning, the trick of being able to think on your feet when questioned, taking them out of the role of student in a classroom and put them in the very different role of a business consultant in the boardroom, and finally, how to communicate effectively.

To formalize the case team management and coaching process, universities are used to establish case clubs. Case Clubs create excellent case training for ambitious students, educate and train motivated students in the disciplines of case solving and prepare teams for local and international case competition.

The purpose of this guidebook is to support Armenian universities and educational centers to establish case club, that can become flourishing and self-sustainable entities. This guide is just one of the resources created by the CaseKey program to assist our universities and their hard-working students. Healthy, successful clubs are generally those that are proactive, organized, communicate, and promote regularly, have structured policies and procedures and importantly they value and reward their members. These clubs are not always the clubs with the teams that win championships, but they do almost always have a positive and welcoming feel. This guide aims to address case club management challenges, draw on best

practices that clubs have implemented and found to be successful and provide innovative ideas and advice for your club.

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