

Executive education needs to be practical and relevant. It should also engage participants, encouraging them to actively participate in their learning in order to increase retention. The Ivey learning experience is carefully orchestrated to achieve these ends.



The Ivey learning approach is based on **learn-by-doing**, not just learn-by-listening. What managers need doesn't come in a textbook. It's experiential and intuitive — definitely not a lecture.

At the heart of the Ivey learning approach is the **Ivey Case Study Method**. Through this experiential learning, you'll find yourself *in the shoes of decision-makers*, struggling with real challenges, incomplete or too much information, time limits, people issues and resource constraints. Combining the case method with other experiential learning approaches, including simulations, group exercises, and facilitated discussions, you'll develop a set of skills to effectively analyze issues, develop strategies and execute plans successfully.

What is a Case?

A case is a real problem and challenge faced by a real company at a critical management decision point. You're placed in the role of decision-maker, asked to analyze the data, develop alternatives and make and defend your recommendations.

Case Method Process

1) Individual Preparation

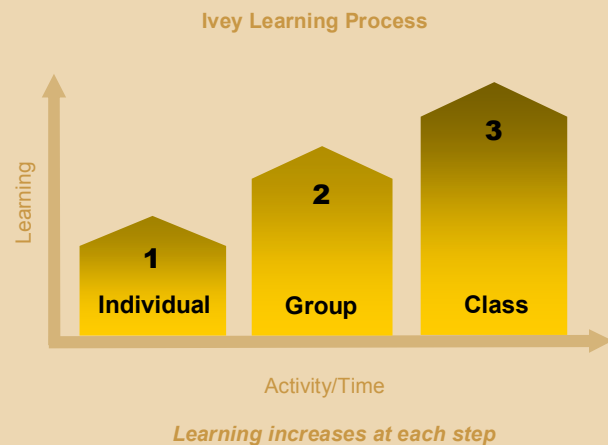
You start by individually reading and thinking about the case—determine broadly what the case is about, what type of information has been given and what are the basic problems the manager has to resolve. Put yourself in the place of the manager and develop some recommendations. Participants typically spend about two hours reading and analyzing each case.

2) Small Group Discussion

This is a shared effort with about 4-5 other people to help one another understand the case better. It's a chance to challenge positions, learn from others and break through individual analysis to new and better ideas.

3) Classroom Discussion

In the classroom, the discussion will take your understanding of the case to an even higher level. The faculty member's role is to facilitate the discussions and help participants think about other alternatives they may not have considered. After a healthy debate, the instructor will summarize and discuss the lessons learned and analytical frameworks derived from the case.



Benefits of the Case Study Method

- Learn from real-world business situations
- Retain more of what you learn because you are actively participating rather than just listening
- Benefit from the vast experience, knowledge and insights of other participants
- Develop your judgment and hone your decision-making ability, even with imperfect information
- Learn to think on your feet, communicate your vision and defend your recommendations

Cases present issues and challenges across a wide range of functional areas, levels of responsibilities, types and sizes of organizations and industries, as well as locations throughout the world. Moreover, cases provide information about how work is planned and organized in various settings, how systems operate and how organizations compete. There is a wealth of learning opportunities in each case that you unlock each time you put yourself in the decision-maker's position.



Ivey is the second largest publisher of cases in the world after Harvard, and the largest publisher of Asia case studies.

What is expected of participants in the case method?

In order to maximize your learning from the Ivey Case Study Method, always prepare the assigned cases before class and actively participate in the group and classroom discussions.

The Ivey Case Study Method is intensive, but also highly stimulating and enjoyable. You will enjoy sharing knowledge and insights with others, having long-held assumptions challenged and stretching your mind.

About Ivey Business School

Founded in 1922, the Richard Ivey School of Business of the University of Western Ontario is the top business school in Canada and among the Top 25 in the world. Renowned as one of North America's oldest and most established providers of executive education programs worldwide, Ivey set up an Asian campus in 1998, located in the Hong Kong Convention and Exhibition Centre. From this campus, Ivey conducts a range of highly-regarded executive education programs as well as a prestigious EMBA program. All our classes are taught by faculty from Ivey in Canada.