

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

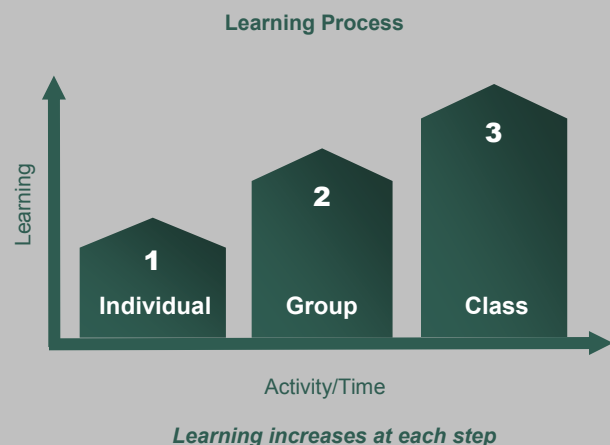
Start by reading and thinking about the case on your own. Determine broadly what the case is about, examine the data and information given and identify the critical issues. Put yourself in the place of the decision-maker in the case and develop some recommendations.

2) Team Discussion

In your teams, help one another understand the case better. Conduct a healthy debate on the best approaches to the case. 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, an in-depth, multi-faceted discussion of the case is conducted under the facilitation of an Ivey professor, whose role is to encourage, challenge and provoke. The professor wraps up the discussion with a summary of 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.