

The case method is an integral pedagogical element of business education and therefore faculty teaching in business programs must possess the basic skills associated with case instruction. In order to meet the demands of case instructors for up-to-date cases that can serve as course supplements and are relevant to students' life experiences, some faculty may wish to develop case writing and research skills.

Unfortunately, few graduate and doctoral programs offer courses in instructional pedagogy, specifically case instruction and case writing. Even Harvard's DBA programs do not require courses in either case research and writing or course instruction; in fact these courses are not even mentioned as possible electives on the University's web page.

How are faculty, particularly junior faculty, then to develop the expertise in case instruction and case research? Besides emulating their master teachers or working with case writers, most faculty are left to their own devices in terms of developing these competencies.

The CASE Association offers the following developmental opportunities:

- Annual meeting (in partnership with EAM) with opportunity to submit
  - Embryo case (case idea without a full case and NO Instructor Manual)
  - Case without an instructor manual (still working on the story)
  - Case with an instructor manual (closer to submitting work to journal for consideration)
- Case writing workshops (every two or so years)
- Case writer certification (Level 1 & Level 2)