



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

HARVARD UNIVERSITY CASE STUDY METHOD [S5SD1>HMP]

### Course

Proposed by Discipline

–

Year/Semester

2/3

Level of study

Doctoral School

Course offered in

English

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

6

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

dr hab. inż. Jacek Żak prof. PP  
jacek.zak@put.poznan.pl

### Lecturers

dr hab. inż. Jacek Żak prof. PP  
jacek.zak@put.poznan.pl

### Prerequisites

Knowledge: Basic knowledge concerning the methodology of teaching. Skills: Basic communication skills. Social competences: Ability to discuss, share and exchange ideas.

### Course objective

Equip doctoral students in an original and world-wide popular teaching method.

### Course-related learning outcomes

Knowledge:

A doctoral student participating in the course knows and understands:

- global achievements covering theoretical foundations as well as general and selected specific issues that are relevant to scientific disciplines studied at the Doctoral School, to the extent that enables revision of existing paradigms - P8S\_WG/ SzD\_W01

Skills:

A doctoral student participating in the course can:

- use knowledge from different branches of science to creatively identify, formulate and innovatively solve complex problems or to perform research tasks such as:
- define the aim and subject of scientific research, form a research hypothesis,

- develop research methods, techniques and tools and use them creatively,
- draw conclusions on the basis of research results - P8S\_UW/ SzD\_U01

Social competences:

A doctoral student participating in the course is ready to:

- critically assess achievements within a given scientific discipline - P8S\_KK/SzD\_K01

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

W01; Case studies - active participation in discussion and problem solving exercises; Quality of the feedback provided; assessment of the students' work in the classroom.

U01; Problem solving exercise - development of a real life solution; Quality of the generated solution.

K01; Readings - class discussion. Team work; Assessment of the quality of class discussion.

### Programme content

Introduction to Harvard University Case Study Method. Overall Description of the Method and Presentation of its Major Features.

### Course topics

1. Introduction to Harvard Business School Case Study Method. Major features and principles. Application of case method in different areas.
2. Presentation of selected cases.
3. Teaching with cases and developing cases. Using cases as a research material.
4. Action Learning Experience: Personal Involvement, Excitement, Proximity in dealing with the problem at stake, Active Discussion.

### Teaching methods

Interactive lecture. Discussion.

### Bibliography

Basic:

Ellet W.: The Case Study Handbook. A Student's Guide. Harvard Business Review Press, Boston, 2018.

Additional:

Barnes, L., Christensen, C., & Hansen, A.: Teaching and the Case Method. Harvard Business School Press, Boston 1994.

### Breakdown of average student's workload

	Hours	ECTS
Total workload	27	1,00
Classes requiring direct contact with the teacher	6	0,00
Doctoral student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation)	21	1,00