

# University of Hong Kong Case Teaching Workshop

*Location: Rm 315, KK Leung Building*

Pre-Teaching Retreat Readings:

- (1) Short Story: Winter Oak
- (2) News Report: Smart Vending Machine
- (3) Marketing/Strategy Case: DuPont Teflon
- (4) Accounting/Finance Case: Hangzhou Bridal Inc.

## **June 12, 2019**

09:00 – 09:05	Welcoming remarks by Dean Hongbin Cai
09:05 – 09:15	Teaching Workshop introduction
09:15 – 10:30	Opening Discussion: Winter Oak
10:30 – 10:45	Break
10:45 – 12:00	The Case Method and Business Education
12:00 – 13:30	Lunch
13:30 – 14:45	Discussion Demonstration: Smart Vending Machine
14:45 – 15:00	Break
15:00 – 16:15	Marketing/Strategy Case: DuPont Teflon
16:15 – 16:30	Break
16:30 – 17:30	Case Discussion vs. Traditional Lecture
17:45 – 20:00	Group Dinner (optional)

**June 13, 2019**

09:00 – 10:15	Teaching Plan/Discussion Preparation: DuPont Teflon
10:15 – 10:30	Break
10:30 – 10:45	Homework Review: Hangzhou Bridal Inc.
10:45 – 12:00	Accounting/Finance Case: Hangzhou Bridal Inc.
12:00 – 13:30	Lunch
13:30 – 14:45	Teaching Plan/Discussion Preparation: Hangzhou Bridal Inc.
14:45 – 15:00	Break
15:00 – 16:15	Design of Case-Based Courses
16:15 – 16:30	Break
16:30 – 17:30	Wrap up: Case Teaching in Asia