



Call for Harvard–Style Teaching Cases

25TH ANNUAL WORLD FORUM AND SYMPOSIUM
Minneapolis–Saint Paul, USA | June 14–18, 2015

Innovation, Talent, and Technology in 21st Century of Agribusiness

The International Food and Agribusiness Management Association will continue to provide a showcase for teaching cases in 2015. The Symposium will feature up to four Harvard Business School style teaching cases designed for classroom use. We invite the submission of teaching case study proposals for participation in the 25th Annual World Symposium to be held in Minneapolis-Saint Paul on June 15-16, 2015.

The Case Conference portion of the Symposium is directed at a broad audience of professionals who are interested in developing effective agribusiness cases and using them as learning tools, as well as for those interested in specific case topics being discussed.

The Harvard-Style Case Study Workshops are structured to provide constructive feedback on your case writing and discussion leadership skills. By modeling case discussions we hope to encourage others to become interested in writing cases or in using cases (and case discussions) in their classes.

Case studies may be on any topic of managerial relevance. Suggested topics areas include:

- Agribusiness Firms and Value Chains
- Development of the Food and Agribusiness Sectors
- Talent Development and Sustainability
- Environmental Concerns
- Customer Orientation and Marketing
- Commodity Price Volatility and Availability
- Food, Health, Security and Safety Issues
- Other Areas
- The Role of Technology in Food Security
- Agribusiness Education in the 21st Century
- Entrepreneurship in Agricultural Innovation: Financing and mentoring
- Food Loss and Waste
- Climate Smart Agriculture
- Investing in Agribusiness

A teaching case:

1. Must present a real, non-trivial, controversial topic or problem and a decision (or set of decisions) that is (are) relevant and important to agribusiness managers.
2. Must be written from the perspective of a specified protagonist (manager / decision maker).
3. Must include enough pertinent background information to analyze and diagnose the problem, and allow students to propose different alternatives and to choose and support one of the alternatives.

4. The case should not include a literature review or an answer (remember that most great teaching cases do not have one right answer).
5. A separate teaching note must accompany the case. The teaching note must include teaching objectives and an outline of a class session, including the opening question, discussion pastures, and transition questions. The teaching plan may include a literature review if desired.

IFAMA will begin accepting case study proposals and submissions on **October 15, 2014**. The deadline for case study proposals is **November 30**. Proposals and attachments need to be in Microsoft Word format and should be submitted through the [2015 Symposium Submission Portal](#). Follow the simple steps to complete the process. Under step two during the submission process, the category of your submission will be Harvard-Style Case.

Authors will be notified by January 10th whether their case proposal has been accepted to present at the 2015 IFAMA World Forum. Authors who would like to be showcased in the Harvard-Style Workshops must submit a completed case by January 30.

Selection Criteria for Harvard–Style Showcase

Utilizing a 5 point system, cases are assessed as follows:

1. Interest and relevance of the topic
2. Quality of the document
 - Quality of writing
 - Structure of the document
 - Clarity and conciseness
 - Quality and consistency of supporting data
3. Quality “as a case”
 - There is a concrete and non-theoretical issue (or set of issues) to be discussed
 - There is a decision (or decisions) to be made
 - There is a protagonist who faces the issue and has to make a decision or take some course of action
 - The discussion can be supported with data and info from the case
 - The problems, issues and decisions are controversial and not trivial
 - There are clear teaching objectives, and these can be achieved with the case
4. Quality of the teaching plan
5. Overall assessment: the case is a quality document and would generate a good "case method" discussion

Format of the Harvard–Style Showcase

Cases selected for Harvard Style Showcase occur in two-hour blocks. The session is organized as follows:

- a. a brief introduction by the author/case presenter;
- b. time for the participants (audience) to read a section of the case (as designated by the author), a condensed version of the case (case summary), or the entire case, if it is short;
- c. participants briefly discuss the case in small discussion groups;
- d. a “mini discussion” (approximately 30-40 minutes) of the case (if it is short), the case summary, or one or two case sections or “discussion pastures” facilitated by the presenter; and
- e. an interactive debrief of both the written materials and the case discussion.

Prior to the 2015 Symposium

Generally, there is not be enough time for the audience to read the full case during the workshops, unless it is a short one. To address this time constraint, case presenters will be asked to choose between one of the following alternatives:

- a. Produce a 2-3 page summary of the case: this summary must contain enough background and information to support the intended discussion that will generally focus on one of the aspects or decisions of the case. The summary may refer to some exhibits of the full case if required. Copies of the summary will be handed out at the beginning of the session to all participants, and one copy of the full case will be provided for each discussion group.
- b. Selecting a couple of sections from the case for the participants to read during the session. These sections should be no more than 2-3 pages in total, and should be enough to acquire the required background and information to effectively participate in the case discussion.

Authors should identify a classroom presenter when submitting a teaching case for consideration. Authors should also include information on their previous experience with teaching cases (e.g., writing, classroom use), along with their objectives for participating in the Case Conference. Since this is a working session, all levels of experience will be considered.

In addition to a complete case study and teaching note, and the case summary (2-3 pages) is required for the discussion as explained above. Additionally, authors selected to present in the Harvard Style Showcase will be asked to submit a (150 word) description in advance which summarizes the case and purpose.

References

The following references are suggested for presenters considering developing and submitting case studies to the Harvard Style Teaching Cases workshop:

Lyford, C., J. Beierlein, and K. Harling. 2002. Scholarship and decision cases: pedagogy and standards for publication. *International Food and Agribusiness Management Review* 3: 369-379.

Harling, K, and E. Misser. 1998. Case writing: an art and a science. *International Food and Agribusiness Management Review* 1 (1): 119-138.

More about Harvard Style teaching cases at: <http://www.hbs.edu/teaching/>

Timeline

October 17, 2014	IFAMA starts accepting Teaching cases proposals and full cases
January 30, 2015	Deadline for full case submissions for the Harvard style Showcase
March 2, 2015	Deadline for authors to accept or decline invitation to present in showcase
April 30, 2015	Two-three page summary and abstract due
May 8, 2015	Symposium schedule and room assignments announced
May 24, 2015	Full and final version of Power Point presentation due
June 14-18, 2015	25th Annual World Forum and Symposium, Minneapolis, USA

Questions regarding any aspect of this Call can be directed to the IFAMA Business Office.

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