



WORKSHOP : WRITING EUROPEAN CASES FOR TEACHING ENTREPRENERUSHIP
Tuesday, 2nd December, 2008 – EMLYON Business School, Ecully, France

Organized by Dublin Institute of Technology and EM LYON Business School with the support of the French Académie d'Entrepreneuriat, ECSB and EFMD

PROGRAMME

9h30	Welcome and Introductory Remarks	Rickie Moore & Thomas Cooney
9h45	Entrepreneurship Education Policy of the EU : - findings from the recent project of Entrepreneurship Education at Higher Education -support for Entrepreneurship and Education Initiatives.	Christian WEINBERGER Entrepreneurship and SME Policy Adviser European Commission
10h15	Techniques and Methodologies for Writing Entrepreneurship Case Studies	Rickie Moore & Thomas Cooney
11h00	Using Creativity & Scenarization for Case Development	Rickie Moore & Facilitators Group Exercise
12h00	Lunch	
13h00	Conceiving and Drafting Storylines and Case outlines*	Rickie Moore & Thomas Cooney Break-Out Groups
16h00	Synthesis	Rickie Moore & Thomas Cooney
16h30	Publishing Cases Opportunities for Case Evaluation Case Recognition, and Publishing	Pearson Rickie Moore & Thomas Cooney
17h00	Closing Remarks	Rickie Moore & Thomas Cooney
17h15	Cocktail	All

* For this session, participants are encouraged to bring along materials (clippings, pictures, drafts, statistics, reports, etc...) for potential cases that they are currently writing, or thinking about writing.