[Best Practice] Evolving the Case Study: Using Prezi as a Flexible Case Study Document Repository to Expand Learning

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Case studies offer real-world context in order to provide practical and theoretical insight. A typical case study is a summary of a larger body of data collected by a researcher and used to develop a particular theme. However, in many cases that body of data can be used to support other themes. In a pilot project at the Higher Colleges of Technology in the UAE, Executive MBA students were required to write a case study and were additionally encouraged to load all of their case documents into Prezi along with their final written case study. The case study documents could then be explored in greater depth and approached from a different perspective to develop different themes. This session will present the results of the HCT pilot project.