

# CASE DAY

Real MBA learning on Real New Brunswick Business Challenges

Friday June 11, 2010  
Tilley Hall, Room 303, UNB Fredericton Campus

Public

Morning session only:

- Learn about the successes and challenges of NB businesses
- Engage in discussion of the strategies Olivier Soapery used to grow their business and how NB Federation of Snowmobile clubs used to attain sustainability
- Experience the Harvard Business Case method taught live
- Understand strategies others have used to grow their business

**\$99**

Students \$50

Morning session  
& lunch

Professors & Teachers

Morning session:

- Witness an Expert teach New Brunswick business cases
- Teaching points illustrated live that you can apply in your classroom
- Experience Harvard MBA teaching method at a fraction of the cost

Afternoon session:

- Back stage pass and teaching tips on cases in general
- Learn the nuances of engaging students
- Practical tools for classroom integration, including copies of cases

**\$199**

Morning session  
& lunch  
Afternoon session

Copies of the cases  
with licence to use  
in your classroom



Your facilitator for the day is Dr. Rob Austin, a professor at Copenhagen Business School and a former Associate Professor at the Harvard Business School. He teaches Masters level courses called "Managing in the Creative Economy" and "The IT Manager as a Business Leader" and chairs Harvard's Executive program for Chief Information Officers (CIO's). Dr. Austin's research focuses on management of innovation and knowledge intensive activities, especially as applied in creative industries and information technology management.

Professor Austin serves numerous companies from start-ups to huge multinationals in advisor and consulting capacities. Dr. Austin earned a Ph.D in Management and Decision Sciences from Carnegie Mellon University and an M.S in Industrial Engineering and Management Science from Northwestern University.

Professor Austin spends his summers in Saint Andrews, New Brunswick.



Register online: <http://www.surveymonkey.com/s/WGDXV3Z>

## AGENDA & REGISTRATION

8:30 am	Registration & Opening Remarks
9 am	Dr. Austin and Pierre Pelletier discuss the Olivier Soapery Case with open forum discussion
10:30 am	Break and Refreshments
10:45 am	Dr. Austin and President of NB Federation of Snowmobilers discuss the Federation's case with open forum discussion
11:45 am	Dr. Austin performs a quick introduction of the other 2010 cases
12: 15 pm	Lunch at Student Union Building, Awards for Best Case, Best Teaching Note and closing comments by Francis McGuire announcing the cases for 2011
1:45 pm	Professors/teachers only: Mining Ideas – knowledge exchange on working tools for case-based learning. Prof. Austin provides a “behind the scenes” look at how to create a lively, learning case experience
4:00 pm	End of session

## REGISTRATION & BILLING INFORMATION

Invoices will be issued by and payments will be payable to the University of New Brunswick. **HST will be added to fees listed below.**

Public and student rates include copy of the featured cases, morning session and lunch. Professor/Teacher rate includes the full day of professional development ,copy of the cases for classroom integration and the licence to use the cases in the classroom. Lunch includes awards for Best Case and Best Teaching Note and closing remarks by Francis McGuire, sponsor of the annual Case Project. Please check the category that applies to you:

Public (\$99)       Professor/Teacher (\$199)       Student (\$50)

Name: \_\_\_\_\_

Company/School: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Accounting contact name, phone and email: \_\_\_\_\_

## SEND THIS FORM TO:

janice.macpherson@mccain-institute.com or

Register online: <http://www.surveymonkey.com/s/WGD XV3Z>