



Center for Learning Innovations &
Customized Knowledge Solutions

IN COLLABORATION WITH



Webinar on

WRITING CASES THAT BRIDGE THEORY AND PRACTICE: A PRACTICAL FRAMEWORK FOR WRITING HIGH-QUALITY CASES IN HIGHER EDUCATION

22ND

DECEMBER, 2025

Online Via



zoom

11AM TO 3PM, UAE TIME



Teaching case studies have become integral to modern pedagogical practice, enabling learners to engage critically with complex, real-world scenarios. However, writing effective case studies for instructional use requires more than storytelling—it demands academic rigor, alignment with learning outcomes, and practical insight into classroom use.

This 4-hour online webinar—jointly delivered by CLICKS and Emerald Publishing—guides higher education faculty through the end-to-end process of developing case studies for teaching, anchored in Emerald’s internationally recognized editorial and pedagogical standards. Participants will gain a comprehensive understanding of how to write compelling, relevant, and publishable teaching cases, with or without a research background.

The webinar also addresses critical challenges and considerations for implementing the metaverse in educational contexts, including infrastructure demands, the need for pedagogical innovation, data privacy and security concerns, and ethical responsibilities.

Through hands-on activities, live demonstrations, and collaborative discussions, participants will develop actionable strategies for leveraging the metaverse effectively in higher education. They will examine advanced practical applications, such as virtual classrooms, complex simulations, interactive field trips, career fairs, and gamified learning experiences, equipping them to harness this cutting-edge technology to drive innovation in teaching, learning, and beyond.





WEBINAR OUTCOMES

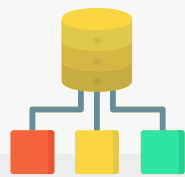
By the end of the workshop, participants will:



Explain the purpose and pedagogical value of teaching case studies in higher education.



Distinguish between types of teaching cases and select the appropriate format based on instructional goals.



Apply a structured approach to writing teaching case studies aligned with learning outcomes.



Develop high-quality teaching notes and instructor support materials.



Understand the submission, review, and publication process with Emerald Publishing.

WEBINAR STRUCTURE

Session 1: The Role of Teaching Case Studies in Higher Education

- + Why case studies? Connecting theory to practice, fostering decision-making and analytical thinking
- + The evolution of case-based learning: From business schools to interdisciplinary teaching
- + How teaching cases differ from research case studies and journalistic narratives
- + Overview of Emerald's educational case collections and pedagogical objectives
- + Situating case writing within teaching excellence, curriculum innovation, and academic recognition

Session 2: Structuring and Writing Teaching Case Studies

- + Identifying suitable case topics: Real-world relevance, instructional value, and ethical considerations
- + Choosing a case format:
 - Descriptive (illustrating a situation or process)
 - Analytical (exploring causes, implications, and theory)
 - Decision-based (requiring resolution or strategic choice)
- + Structuring the narrative: Context, protagonists, conflict, and key decision points
- + Balancing clarity with authenticity: Writing style, language, and tone
- + Ensuring alignment with course learning outcomes and discipline-specific competencies

Session 3: Writing Teaching Notes and Instructor Materials

- + Purpose and structure of teaching notes: Learning objectives, key themes, discussion flow
- + Designing guided questions that foster critical discussion
- + Instructor guidance: Timing, classroom facilitation tips, use in online vs. face- to-face settings
- + Case wrap-ups, possible outcomes, and reflection prompts
- + Referencing, sources, permissions, and student involvement considerations

Session 4: Preparing for Use and Submission

- + Quality and review standards at Emerald Publishing
- + Formatting and submission requirements for Emerald's Emerging Markets Case Studies and related collections
- + Ethics in publication: Confidentiality, consent, and authorship
- + Using your case within your institution: Internal repositories, LMS integration, and peer sharing
- + Opportunities for global visibility through Emerald's indexed case repositories



Target Audience

The webinar may be of interest to:

- Faculty members designing or revising programs with an employability or applied learning focus
- Academic developers and instructional designers
- Researchers and educators seeking to author teaching cases
- Program directors working on curriculum modernization

WEBINAR FEES AND DISCOUNTS

- + The registration fee for the 4 Hour Webinar is **150 USD**. An early bird discount is available for those who complete their registration before the cut-off date of November 17th, 2025.
- + Upon registering online participants will receive an invoice with the payment options available.
- + Group registration discounts ranging from **15%-25% are available for groups of 3 and above**.
- + For online Group Registration, **click here**.
- + For online Individual Registration, **click here**.
- + Registration is only confirmed upon receiving the full registration fee and is based on first come first serve basis.
- + Participants attending the full workshop will receive their certificate of attendance at the end of the workshop.



150 USD

(After 17th November 2025)



**Early Bird
Registration Fee**

125 USD

(Prior to 17th November 2025)



**LIMITED SLOTS
AVAILABLE**



Ms. Mahynour Okda

Publishing Trainer, Educator, and Public Speaking Coach & CLICKS International Associate

Ms. Mahynour Okda is an accomplished publishing trainer, educator, and public speaking coach with over 11 years of training experience, 15 years in education, and 8 years in the corporate sector. She has worked with Emerald since 2017, delivering over 900 specialized trainings in various aspects of research and publishing, along with thousands of hours of corporate training.

She is also a visiting lecturer in research methodology at the Arab Academy for Science and Technology, where she supervises graduation projects in supply chain and logistics. Ms. Okda has lectured extensively across the MENA region and Africa, both on-site and online. As a recognized expert in her field, she has been a featured speaker at numerous conventions and twice took the TEDx Middle East stage as one of the top female trainers and education experts in the region.



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