



Center for Learning Innovations &  
Customized Knowledge Solutions

IN COLLABORATION WITH



Webinar on

# TEACHING USING CASE STUDIES EFFECTIVELY: STRATEGIES TO ENGAGE LEARNERS AND FOSTER EMPLOYABILITY

**30<sup>TH</sup>**  
APRIL 2026

Online Via



11AM TO 3PM, UAE TIME

IDEA  
CASE  
STUDY

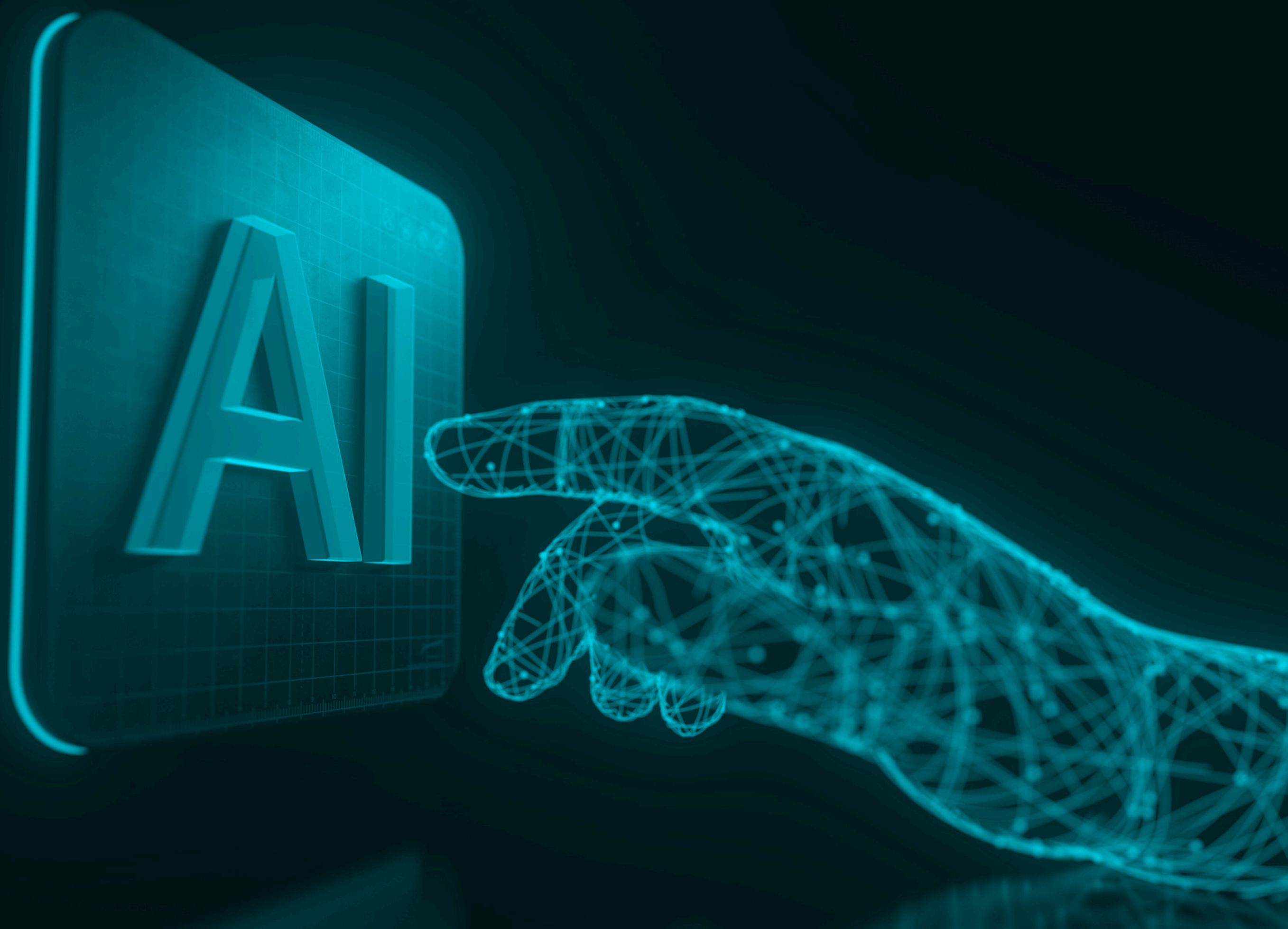
The background features a collage of icons and text. A lightbulb with the word "IDEA" written on it is prominent. Other icons include a recycling symbol, a gear, and a hand holding a document. The text "CASE STUDY" is written in a large, bold, handwritten-style font. The overall background is a light blue with a network of white lines and dots.

# WEBINAR OVERVIEW

In today's learner-centered academic environment, the ability to connect academic theory to professional realities is more critical than ever. Teaching with case studies equips students with the problem-solving, decision-making, and reflective thinking skills essential for the workforce—while also enhancing engagement and active learning in the classroom.

This 4-hour online webinar—jointly delivered by CLICKS and Emerald Publishing—guides higher education faculty in the effective facilitation of case-based instruction, grounded in best practices and inclusive pedagogical approaches.

Participants will explore how to select, adapt, and deliver case studies in ways that support employability, deepen learning, and align with program outcomes.





# WEBINAR OUTCOMES

**By the end of the webinar, participants will:**



Explain how case-based teaching enhances learner engagement, critical thinking, and graduate employability.



Select and tailor case studies to meet course learning outcomes, learner diversity, context and real-world demands.



Facilitate inclusive, dynamic, and reflective classroom discussions using case materials.



Manage group dynamics and encourage equitable participation across learning settings.



Design meaningful assessments aligned with case-based learning objectives.

# WEBINAR STRUCTURE

## **Session 1: The Power of Case-Based Teaching for Graduate Employability**

- + Preparing students for complexity: Real-world decision-making, ambiguity, and applied judgment
- + Evidence linking case teaching to workforce readiness and transferable skills
- + Positioning case-based learning within program outcomes and graduate attributes as well as course' learning outcomes
- + Case teaching across disciplines: Business, health, policy, sustainability
- + Case-based pedagogy in global higher education

## **Session 2: Selecting and Preparing Case Studies for Your Context**

- + Criteria for case selection: Relevance, diversity, and instructional alignment
- + Adapting published cases to suit different cohorts and delivery modes
- + Preparing learners: Pre-readings, framing questions, setting expectations
- + Aligning case materials with learning outcomes and inclusive learning goals

## **Session 3: Facilitating Case Discussions for Maximum Impact**

- + Opening, guiding, and concluding a case session
- + Questioning techniques: Socratic prompts, divergent inquiry, critical questioning
- + Encouraging inclusive participation and managing difficult classroom dynamics
- + Virtual vs. in-person facilitation: Digital tools for case engagement
- + Balancing structure and spontaneity: The instructor's evolving role

## Session 4: Assessing Learning in Case-Based Environments

- + Assessing participation, argumentation, and analysis
- + Designing reflective tasks and formative checkpoints
- + Rubrics and feedback strategies aligned with case learning
- + Embedding case learning into broader course and program assessment frameworks



## Target Audience

The webinar may be of interest to:

- University faculty using or planning to use case studies
- Program coordinators embedding experiential learning
- Teaching and learning center staff
- Academic developers seeking to enhance active learning approaches
- Educators in business, healthcare, sustainability, and interdisciplinary programs

# 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 March 26<sup>th</sup>, 2026.
- + 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 6<sup>th</sup> March 2026)



**Early Bird  
Registration Fee**

**125 USD**

(Prior to 6<sup>th</sup> March 2026)



**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.



## **Dr. Narimane Hadj-Hamou**

Founder and CEO, CLICKS, UAE

Dr. Narimane Hadj Hamou Founder and CEO, CLI-CKS, UAE Dr. Narimane is the Founder and CEO of the Center for Learning Innovations and Customized Knowledge Solutions (CLICKS). Prior to this, she served as the Assistant Chancellor for Learning and Academic Development (Provost) at Hamdan Bin Mohammed Smart University in Dubai, UAE. In this role, she established and led the academic, research, and eLearning vision for the first online university recognized and accredited by the UAE's Ministry of Higher Education and Scientific Research (now the Ministry of Education). With a career spanning over 20 years, Dr. Narimane has held several leadership positions, including Provost, Dean of Student Affairs, Dean of Learning and Teaching, and Director of e-Learning. She has also served as senior advisor to numerous universities and as a consultant for prominent organizations such as UNESCO and the European Training Foundation. Additionally, Dr. Narimane is an active member of various organizations and university advisory boards including the Times Higher Education (THE) regional advisory board.

Dr. Hadj-Hamou's vast expertise spans technology integration and e-learning in higher education, teaching and learning, quality assurance and accreditation, and governance. She has been a driving force in promoting online education and blended learning in the region since 2004, leading many pioneering projects and initiatives.

Her contributions to quality assurance are noteworthy; she has served as an external reviewer for many quality assurance agencies and participated in over 40 institutional and programmatic accreditation reviews since 2012, either as a chair or a review member. She was also involved in reviewing and providing expertise on the Saudi eLearning Standards for Higher Education in 2020 and designed and delivered a training program for certifying external reviewers under the direction of the NCAAA during 2021-2023. Dr. Narimane trains and consults extensively in quality assurance and in supporting universities with developing internal quality systems.

She is the founder of several regional initiatives and projects; she was the founder and first elected President of the Middle East e-Learning Association (MEeA) in 2008-2010, and led the establishment the MENA Higher Education Leadership Forum in 2013 which she chairs to date and the Arab Consortium of Teaching and Learning Centers in 2024.

Over the years, Dr. Narimane has delivered more than 120 keynote addresses worldwide, including in the USA, China, the UK, KSA, India, Bahrain, Kuwait, Egypt, Lebanon, Germany, Algeria, Morocco, Hungary, Kazakhstan, Oman, and Qatar, among many others. She has also led numerous round-tables and panel discussions. She has facilitated and delivered over 300 workshops on governance, strategic planning, policy development, quality assurance, innovative pedagogies, online learning, and other topics to various target audiences, including university presidents and vice presidents. Dr. HadjHamou has also been active in publishing articles, book chapters, and case studies and was the founder and editor of the International Journal of Excellence in e-Learning for several years.



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