Turning out impactful cases

FORTNIGHT after University Tun Abdul Razak’s (UNIRAZAK) Case Writer’s members attended a workshop on the Harvard Method in Golden Sands Resort, Penang, they headed for Hyatt Regency Kuantan to produce cases for the third and fourth volume of the UNIRAZAK Case Studies, due in June.

The journey started at the university’s Pintar Campus. At 8.30am, 21 members arrived and heartily tucked into their breakfast. After that, they headed for Kuantan. It was raining throughout the journey on that Friday morning.

Some members like Dr Dewi Sapuan started preparing for her cases. Armed with her netbook and Blackberry, she was busy surfing the Internet and downloading materials. Others went through their notes while some were discussing in low tones.

After the members checked into the Hyatt Regency, they were given 30 minutes to unpack. The first session started at 3.30pm. The case writers were divided into three groups and the two facilitators, Prof Nor Khomar and Prof Syed Omar gave their briefings.

The writers must write two cases over the weekend. There were Internet connections for each table.

The President of the club, Assoc Prof Datin Dr Raja Hanaliza Raja Ahmad Tajudin was also present. She encouraged members to commit themselves to writing good cases.

It rained the entire weekend. The cool and wet weather kept the writers indoors and glued to their computers. The writers were asked to sign a pledge to finish their required work on time.

They were asked to download and rearrange their notes and write brief outlines of their cases. After dinner, they had to present their cases to their group and discuss it. On Saturday, they were busy writing throughout the day.

The minimum target was one short case and one comprehensive case. Everyone was engrossed in their writing. Occasionally, there were groans heard among the writers. They took breaks only for meals and “pit-stops”. To release stress, the writers were taken out for dinner at a Chinese restaurant. The facilitators reminded the writers to employ the Harvard Method of writing cases. They were also advised to submit questions, answers and instructional guides.

On Sunday morning, the writers strove to finish their cases. In the afternoon, each of them presented their work to be commented upon. Everyone was tired but satisfied with their effort. The comments helped to improve their work. All in all, the High Impact Group came up with 35 short cases and 22 comprehensive cases.

The trip home on Monday was quiet as most slept during the journey. The writers were given two weeks to polish up their work before submission. It was a productive weekend for them indeed.

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