

INNOVATIVE BUSINESS MODELS

CASE WRITING COMPETITION

AESE BUSINESS SCHOOL

6TH 2015

**PARTICIPATE IN THE 6TH
INTERNATIONAL AESE CASE
WRITING COMPETITION FOR
TEACHERS, RESEARCHERS AND
ACADEMICS, AND SEE YOUR CASE
ELECTED AS THE WINNER BY A
JURY OF YOUR PEERS.**

**SEND YOUR CASE STUDY TILL
NOVEMBER 30TH 2015.**

Since its foundation AESE Business School uses the Case Method as the teaching method for all its executive programs. The case method is a constructive process, where the practice, experience and talent are the basis for any decision.

The school promotes its sixth Case Writing Competition with the intent of rewarding the quality of written cases, a value that is associated not only to the actual writing of the case, but also and mainly, to its pedagogical usefulness and relevance.

In modern times it is essential that business models are not only competitive enable the present but also innovative (if we want to ensure the future), some of reasons for electing this years' competition theme "Innovative Business Models".

HOW TO PARTICIPATE

Write or have recently written a case on the theme «Innovative Business Models».

AWARDS

The first prize will receive the amount of 1.500 euros. The winner will be announced in January 2016. The jury may also award an honorable mention for the best case written about a Portuguese company.

FOR MORE INFORMATION AND RULES OF THE COMPETITION, PLEASE CONTACT:

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Online enrolment form:
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www.aese.pt

