

INNOVATIVE BUSINESS MODELS

CASE WRITING COMPETITION

AESE BUSINESS SCHOOL

6TH 2015

**HOW TO PARTICIPATE:
WRITE OR HAVE RECENTLY
WRITTEN A CASE ON THE
THEME “INNOVATIVE
BUSINESS MODELS”.**

COMPETITION RULES

Cases submitted should:

- Deal with the competition's theme.
- Deal with real companies or organizations.

Include:

1. The case study
2. An abstract of the case
3. A teaching note
4. A case release document, from the company or person dealt with in the case, except for cases based only on published sources.
5. Be anonymous. Neither the author's name nor his/her organization should be mentioned.
6. Be written in English, Portuguese or Spanish.
7. Be focused on a situation not older than January 1st, 2010.

Cases not meeting these conditions will be excluded from the Competition. Case's authors can be individuals or teams.

CASE EVALUATION

The cases are judged both by their content (importance of the subject; ability to create an interesting class; critical discussion perspectives, etc.) and by their form (writing style; presentation quality; clearness of data; balance between the narrative and the data; use of annexes; case length, etc.).

The teaching notes should include:

- An explanation of the executive education and the profile of students for which the case is intended.
- The case pedagogical objectives.
- A class plan with possible questions to be put to students.
- Useful comments for teachers (sheet preparation, conclusions, etc.).

The jury is comprised of representatives of Portuguese Business Schools and Universities:

- Prof. Ramiro Martins, AESE Business School, and chairman of the jury,
- Prof. Carmen Lages Nova School of Business and Economics;
- Prof. Nuno Guedes, Católica Lisbon School of Business & Economics;
- Prof. Rita Ferreira.

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.

Winning cases will be included in AESE Case Data Base and could be sent to the “Case Centre” and used at AESE's classes. Any use outside AESE will be done only with the author's agreement.

FOR MORE INFORMATION PLEASE CONTACT

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SUBMISSION DEADLINE

November 30th, 2015

ONLINE ENROLMENT FORM

<http://casos.aeese.com.pt>



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