



Co-funded by the
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Workshop on

“Roles of Case Study in Effective Teaching and Learning”

HCMC, 19th – 22nd November, 2018

19 th November 2018	
Afternoon	
14:00 – 14:30	Welcome speech from UEH - Prof. Nguyen Trong Hoai – Vice President Opening speech: Objectives of the workshops, attending organizations and enterprise partners - Dr. Nguyen Thi Thuy Linh – UEH JEUL ERASMUS PLUS Manager Speech from partner university - Prof. Maurizio Pompella – JEUL ERASMUS PLUS Coordinator
14:30- 14:45	Introduction about UEH and UEH initiative in promoting Business Case Studies - Dr. Nguyen Phong Nguyen – Deputy Head, Department of Research Administration and International Relations.
14:45- 15:10	Coffee Break
15:10- 15:35	Ho Chi Minh City Securities Corporation’s introduction and expectation for a partnership with UEH School of Banking in Training and Writing Case Studies by Mr. Le Cong Thien – Deputy General Director
15:35- 16:00	Techcombank’s introduction and expectation for a partnership with UEH School of Banking in Training and Writing Case Studies by Ms. Dang Thi Ngoc Son – Initiative Director
16:00- 16.30	Discussion on opportunities for partnership and case study development with attending organizations

17:30- 20:00	Gala dinner
20th November 2018	
Morning	
9:00 – 10:30	Workshop on “Roles of case studies in effective teaching and learning” presented by University of Kent
10:30- 10:45	Coffee Break
10:45-11:30	Workshop on “Roles of case studies in effective teaching and learning” presented by University of Kent
Afternoon	
13:30 – 16.00	Visit Techcombank and Kien Long Bank
21st November 2018	
Morning	
9:00 – 10:30	Workshop on “Roles of case studies in effective teaching and learning” presented by University of Kent
10:30- 10:45	Coffee Break
10:45-11:30	Workshop on “Roles of case studies in effective teaching and learning” presented by University of Kent.
Afternoon	
13:30- 14:30	Workshop on “Roles of case studies in effective teaching and learning” presented by University of Kent
14.30-14.45	Coffee Break
14.45-16.30	Workshop on “Roles of case studies in effective teaching and learning” presented by University of Kent

22nd November 2018

Morning

8:00 – 10:30	Participants presenting their experience in writing case studies (30 min. presentation and discussion per partner) <ul style="list-style-type: none">- SAVS present their experience in writing case study- BUH present their experience in writing case study
10:30- 10:45	Coffee Break
10:45-11:30	Participants presenting their experience in writing case studies (30 min. presentation and discussion per partner) <ul style="list-style-type: none">- NUAA present their experience in writing case study- UEH present their experience in writing case study