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Model-Supported Case Studies for Management Education (Classic Reprint)

By Alan K Graham

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Model-Supported Case Studies for Management Education Model-Supported Case Studies for Management Education Alan K.Graham, John D.W. Morecroft, Peter M.Senge and John D.Sterman Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Ma 02139. Usa London Business School, Sussex Place, Regent s Park, NW1 4SA, London, UK Abstract There is growing interest in combining computer simulation models with conventional case studies to create learning environments for management education. Model here denotes an endogenous theory of business dynamics, a simulation microworld, and not merely a spreadsheet or multimedia computer environment. Model-supported case studies promise improvement in strategic thinking skills and better integration of modeling with policy and strategy formation. Two examples are presented (People Express Airlines and the Intecom PBX) to show explicitly how cases and system dynamics models are combined and used. Finally, we explore research questions that arise in conjunction with such work:1) how to teach effective inquiry skills, 2) how to teach conceptualization skills, and 3) how to enhance the ability to transfer insight to new situations. About the Publisher Forgotten Books publishes hundreds...



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