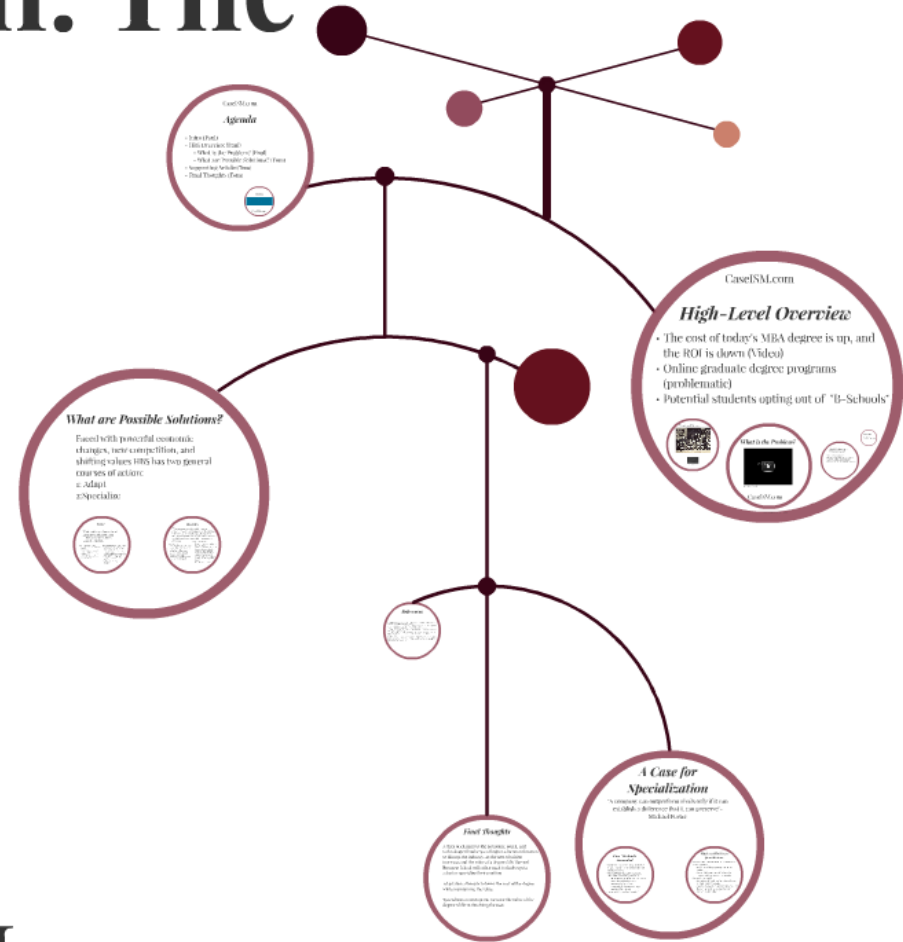


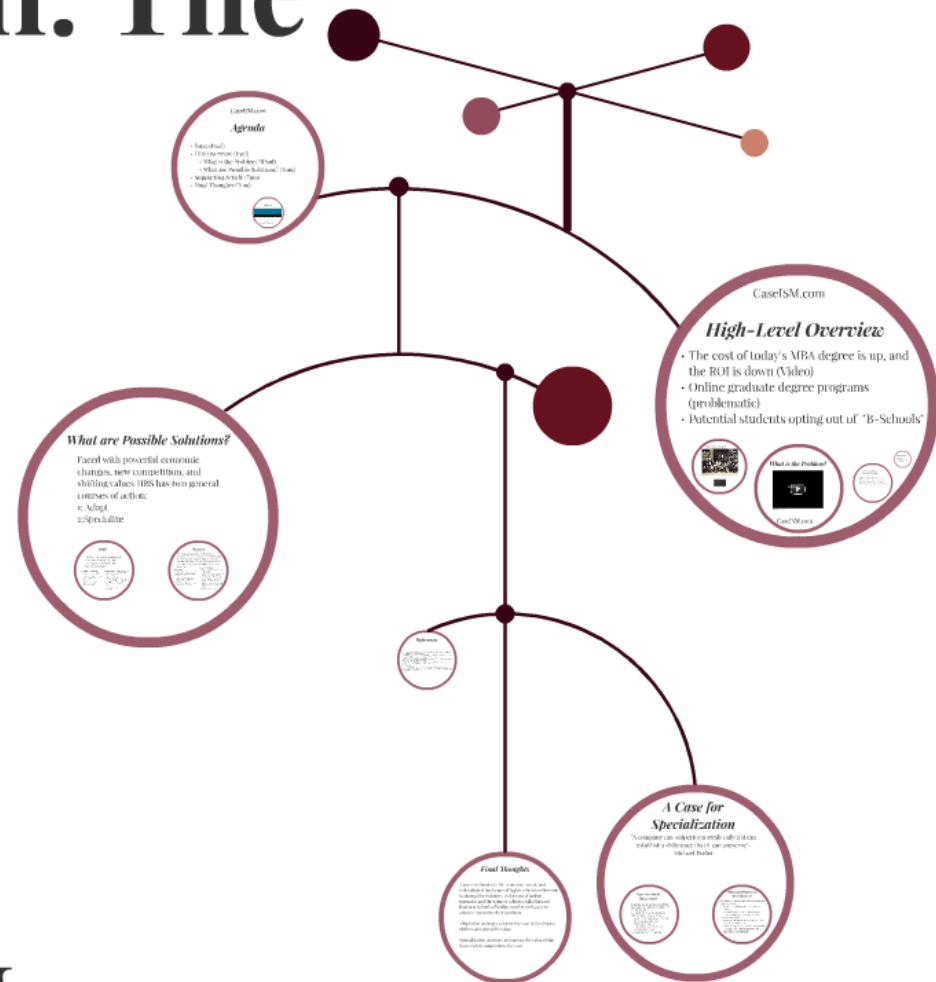
Options for growth: The case of Haier (A)



Paul Bouwhuizen
Tom Magrino
"We Pledge"

CaseISM.com

Options for growth: The case of Haier (A)



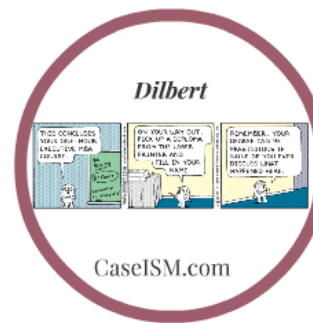
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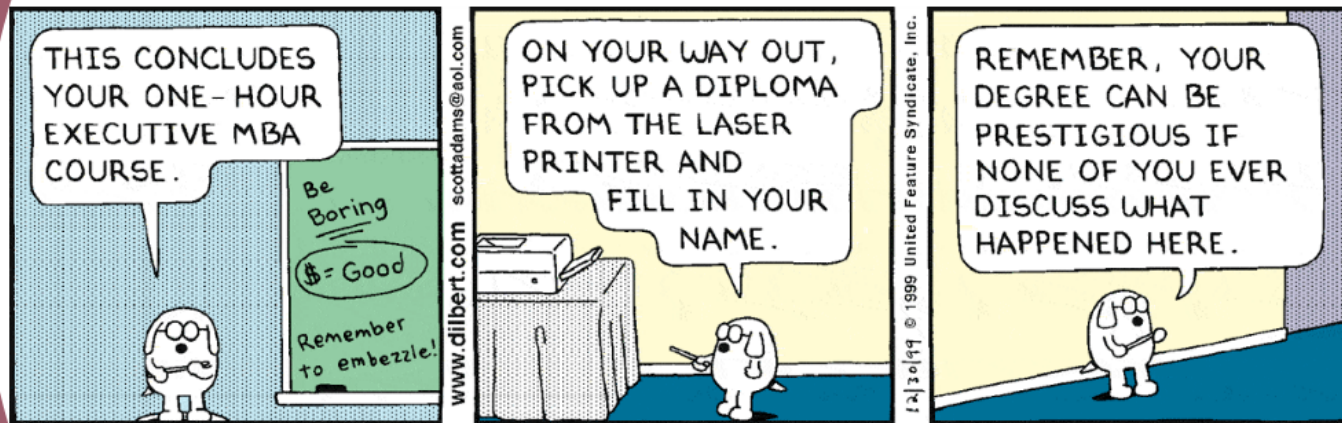
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Agenda

- Intro (Paul)
- HBS Overview (Paul)
 - What is the Problem? (Paul)
 - What are Possible Solutions? (Tom)
- Supporting Article (Tom)
- Final Thoughts (Tom)



Dilbert



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High-Level Overview

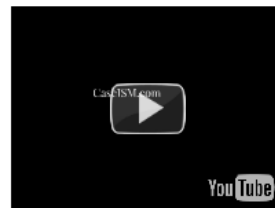
- The cost of today's MBA degree is up, and the ROI is down (Video)
- Online graduate degree programs (problematic)
- Potential students opting out of "B-Schools"

Then: CaseISM.com



RM

What is the Problem?



(Bloomberg, 2012)

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Why? Answer/Over

Which Knowledge Have
Disrupted the Market?

- Online degree programs
- Massive Open Online Courses (MOOC)
- Corporate training and universities
- Management education for non-managers

What is the Problem?



(Bloomberg, 2013)

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The screenshot shows the Harvard University Online Learning website. At the top, the Harvard University logo and 'Online Learning' text are visible. A navigation bar includes a home icon, a menu icon, 'COURSES', and a search bar with a magnifying glass icon. The main content area features a large word cloud on the left, a title 'Teaching with Cases Online: Web-Based Seminar', and a description: 'This 3-week, web-based seminar is intended for business faculty who already teach with cases, but perhaps have never taught an online case-based class, or if they have, are looking to refine their skills.' Below this, a table lists course details: Category (Business & Management), Author (Bill Schiano), and School (Harvard Business Publishing). A 'SHARE' section contains icons for Twitter, Facebook, LinkedIn, Google+, and Pinterest. At the bottom, there are sections for 'AVAILABLE ON OTHER PLATFORM', 'INSTRUCTIONAL LEVEL', 'LEVEL OF ENGAGEMENT', and 'ELIGIBLE FOR' and 'COST', each with a question mark icon.

www.harvard.edu

HARVARD UNIVERSITY Online Learning

Search courses

Teaching with Cases Online: Web-Based Seminar

This 3-week, web-based seminar is intended for business faculty who already teach with cases, but perhaps have never taught an online case-based class, or if they have, are looking to refine their skills.

CATEGORY	AUTHOR	SCHOOL
Business & Management	Bill Schiano	Harvard Business Publishing

SHARE

Twitter Facebook LinkedIn Google+ Pinterest

AVAILABLE ON OTHER PLATFORM

INSTRUCTIONAL LEVEL ?

LEVEL OF ENGAGEMENT ?

ELIGIBLE FOR ? COST ?

Introduction

Are you looking for strategies and techniques to improve your case-based online course? If so, register now for **Teaching with Cases Online**. As is true with the case method, you will learn as much from your fellow participants as you will from the seminar facilitators. Attendees will participate in synchronous and asynchronous activities over 3 weeks.

Source: <http://online-learning.harvard.edu/course/teaching-cases-online-web-based-seminar>