

# **Teaching Case Studies in Business Associations Courses**

**George S. Geis**

**Professor of Law, The University of Virginia**

[geis@virginia.edu](mailto:geis@virginia.edu)

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## **Introduction**

- **Goals of using forward looking (versus backward looking) cases**
- **Range of issues that can be explored with these cases**

## **Teaching Resources**

- **Harvard Business Online for Educators**
- **Stanford Business School**
- **Ivey Business School**
- **SSRN**

## **Strategies for Using Forward Looking Cases**

- **Preparing to teach**
  - **Case selection**
  - **Discussion questions**
  - **Motivating student participation**
  - **Teaching notes**
- **In-class techniques**
  - **Questioning strategy: open- and close-ended questions**
  - **Role play**
  - **Unlocking “hidden concepts”**
- **Moving to closure**

## **Illustrations and Applications (from cases I teach)**

- **LAE Enterprises**
  - **Starting a corporation**
  - **venture capital term sheets**
- **Eskimo Pie**
  - **The IPO decision**
  - **Corporate valuation**
- **Petrolera Zuata**
  - **Project Finance**
  - **Using Monte Carlo simulation to model decision making under uncertainty**
- **Martha Stewart**
  - **Insider trading**
  - **Rule 10b-5 liability**
- **Oracle v. PeopleSoft: anti-takeover defenses**
- **Anatolia Telecom**
  - **Corporate privatization**
  - **Negotiation and role play**