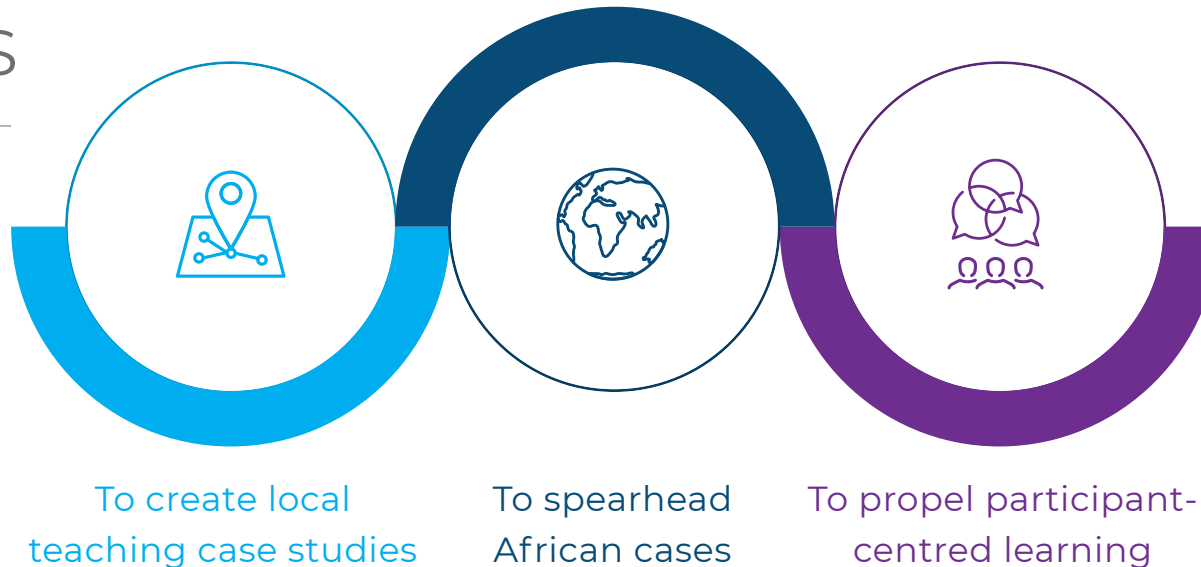


UNIVERSITY OF CAPE TOWN



The UCT GSB Case Writing Centre was founded in 2017 in collaboration with the Harvard Business School Alumni Africa. We produce excellent teaching cases that reflect the African and the emerging market context. Our vision is to bring the relevance and strength of local business lessons to life. We profile leading and startup businesses and explore actual, complex situations and how to best address them. Our cases also boast informative and in-depth teaching notes. We are passionate about creating local and current case material.

GOALS



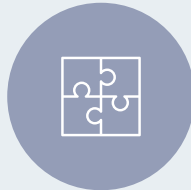
“UCT GSB is developing world-class teaching cases about the African context of doing business. We are strongly positioned and well equipped to write excellent cases about the innovations, challenges, and choices that businesses make and face on the continent.”

Dr Catherine Duggan,
UCT GSB Director

AREAS OF FOCUS



Business
decision-making



Corporate
governance



Disruptive
technology



Entrepreneurship



Finance



Leadership



Marketing



Operations
management



Organisational
behaviour



Social
innovation



Strategy

“Utilising local cases provides quality, contextual business education that enables our students to easily relate to the issues that are important for them to grapple with in the workplace and their own communities. It is truly magnificent to be able to use homegrown cases.”

Associate Professor Kutlwano Ramaboa,
UCT GSB Deputy Director

“In a business school setting, teaching cases are crucial to learning, as they give students the opportunity to step into the shoes of business leaders in a variety of industries and find solutions to real-life dilemmas.”

Claire Barnardo,
UCT GSB Case Writing Centre Manager

CASE QUALITIES



Current and relevant
emerging market cases



Doing business
in Africa



From startups to
multinationals



High-quality



Homegrown
content



Informative



Truthful



Well-researched

CASE COLLECTIONS

The current UCT GSB
case collection consists of:

75 teaching cases
with teaching notes.

Alongside our UCT GSB repository,
we have collections with Emerald
Publishing, SAGE Business Cases, and
the Case Centre.

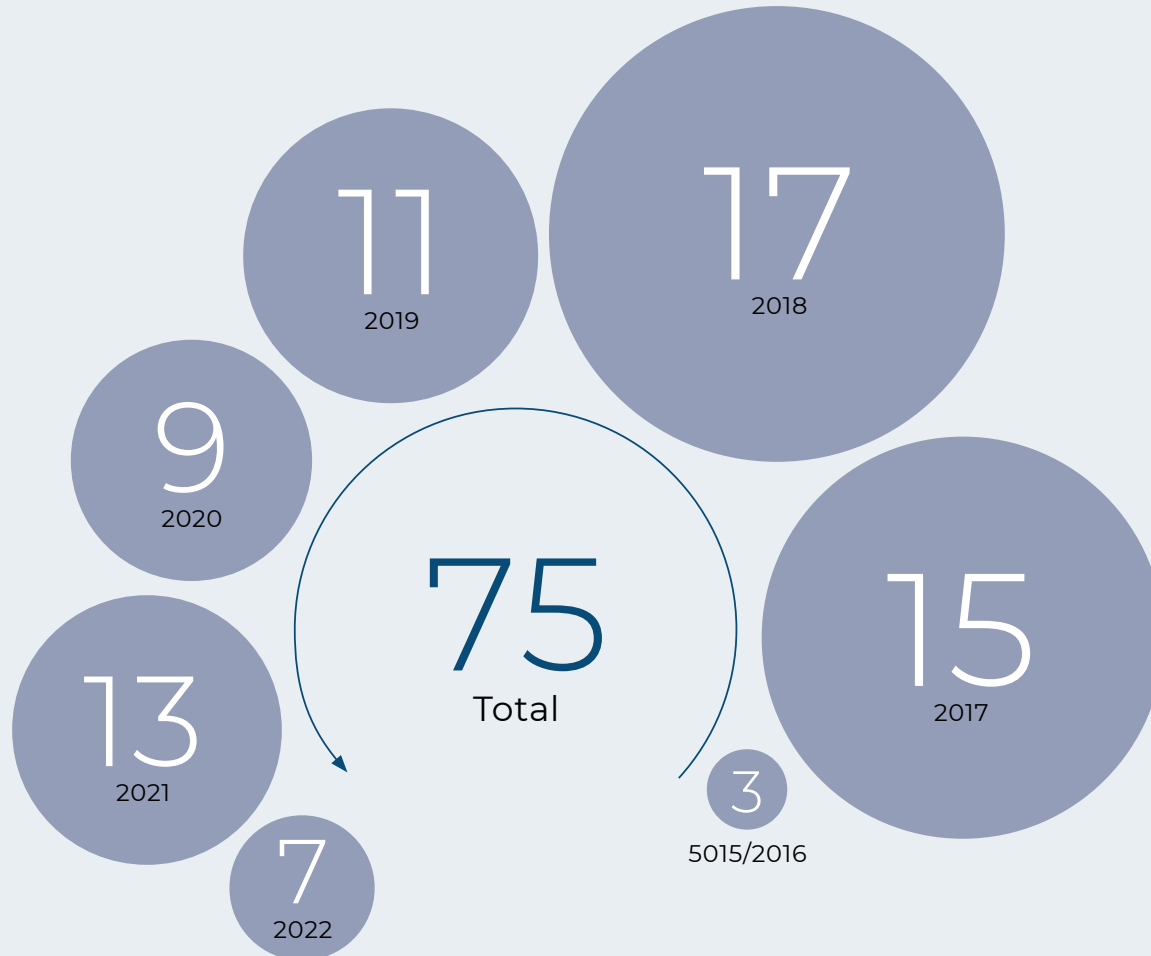
“The Case Writing Centre fulfils a crucial role at the GSB. Case studies have been a foundation of business school education for decades. But there were insufficient local cases with an emerging context. Our cases are applicable to emerging countries and serve as a critical resource for academia.”

Associate Professor Sean Gossel, UCT GSB Research Director

PUBLISHED TEACHING CASES



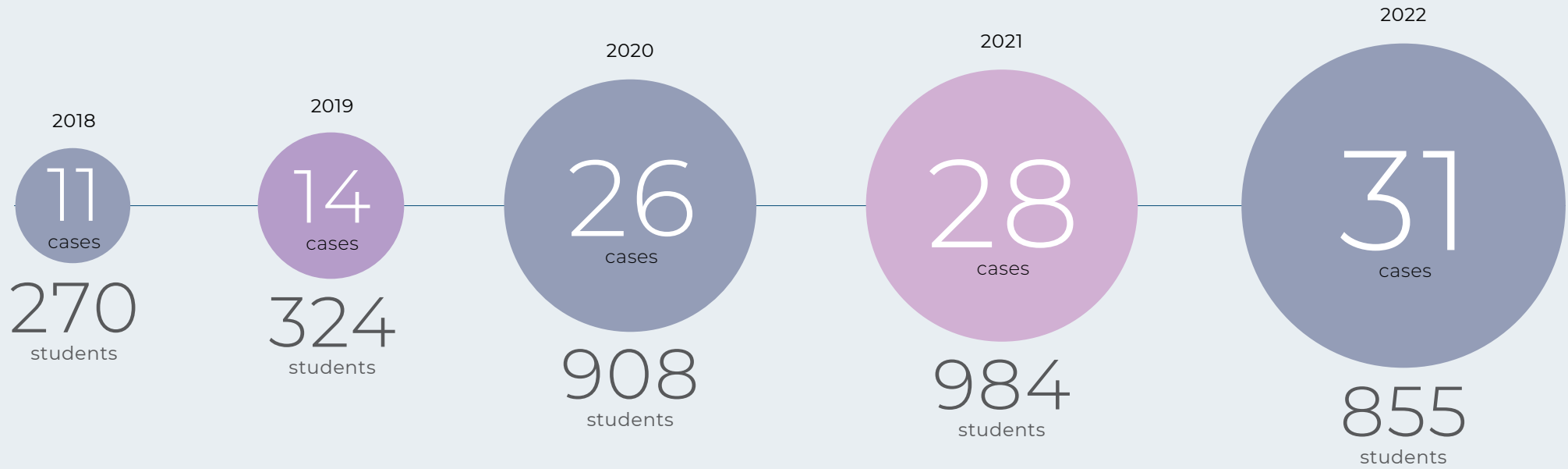
21
awarded cases



“The case method of teaching is a very important pedagogy at a business school as it can teach students critical thinking in a business environment characterised by uncertainty and complexity. It is essential to develop local cases of the same high standard to incorporate learnings from the home environment.”

Emeritus Professor Geoff Bick

UCT GSB CASE USAGE



MBA | MCom | Exec Ed | MPhil | PGDip



The Case Writing Centre is slowly revolutionising traditional approaches to research by providing the support and clarity needed to build students' confidence in embracing new research methodologies. It is my belief that case-based learning is the most effective approach for MBA and thus the case writing centre is supporting the development and credibility of this new field of research."

Stephanie Potterton, MBA Mod 2018/2019

AWARD-WINNING

Many of our teaching cases have been recognised in global competitions.

- 1. Second place:**
2021 CEEMAN/Emerald case writing competition
Closed Loop: The art of succession planning
✍️ Sarah Boyd & Professor Linda Ronnie
- 2. Third place:**
2021 CEEMAN/Emerald case writing competition
Robotics at Dimension Data: Friend or foe of the human in process automation?
✍️ Michelle Karim, Dr Christina Swart-Opperman, Professor Geoff Bick
- 3. Winner:**
2021 Emerald/AABS case study competition
Cape Union Mart: Digital transformation and customer experience during a crisis
✍️ Aldi Schoeman, Professor Geoff Bick, Claire Barnardo
- 4. Second place:**
2021 Emerald/AABS case study competition
Origin artisan coffee: Growth challenges faced by a niche brand in South Africa
✍️ Petra Pavlovic, Associate Professor Mignon Reyneke, Sarah Boyd
- 5. Winner:**
2020 EFMD case writing competition, African Business
Medical cannabis: Afriplex's diversification and integration strategy in an undefined market
✍️ Stefan Christiaan Nel, Professor Mikael Samuelsson, Sarah Boyd
- 6. Winner:**
2020 EFMD case writing competition, Inclusive Business Model
Silulo Ulutho Technologies: Scaling a social enterprise in South Africa
✍️ James Chiswell, Associate Professor Warren Nilsson, Professor Geoff Bick, Sarah Boyd
- 7. Winner:**
2020 CEEMAN/Emerald case writing competition
Biotronik: Bypassing the commodity trap of medical devices in South African healthcare
✍️ Stephanie Barden & Professor Geoff Bick
- 8. Winner:**
2020 Emerald/AABS case study competition
Triggerfish Animation Studios:
The challenges of financing digital entertainment
✍️ Craig Lowman, Associate Professor Mikael Samuelsson, Professor Geoff Bick
- 9. Winner:**
2019 CEEMAN/Emerald case writing competition
Drink The Duchess: Marketing challenges and opportunities encountered when SMEs internationalise
✍️ Fran Heathcote & Professor Geoff Bick
- 10. Winner:**
2018-2019 Emerald/AABS case study competition
UCOOK: Growth challenges faced by a small to medium-sized South African venture
✍️ Jeanné Odendaal & Professor Geoff Bick
- 11. Winner:**
2018 EFMD case writing competition, African Business
Vitalite Zambia Ltd: The intersection of solar energy technology and mobile money in Zambia (case A & B)
✍️ Vimendree Perumal, Professor Ralph Hamann, Dr John Fay, Peter Munthali, Sarah Boyd
- 12. Winner:**
2017 EFMD case writing competition, African Business
Lonmin Plc: Mining and responsible investment – dangerous liaisons?
✍️ Marilize Putter & Associate Professor Stephanie Giamporcaro
- 13. 3rd place:**
2017-2018 Emerald/AABS case study competition
Responsible investment at Old Mutual: A case of institutional entrepreneurship
✍️ David Leslie & Associate Professor Stephanie Giamporcaro

AWARD-WINNING

14. Top 9:

2018 CEEMAN/Emerald case writing competition

Silulo Ulutho Technologies: African social enterprise driving inclusive business practice

✍️ Dr Eckard Smuts, Sophia Campello Beckwith, Ncedisa Nkonyeni, Ella Scheepers, Dr François Bonnici

15. Top 9:

2018 CEEMAN/Emerald case writing competition

Mitchell's Brewery: Entrepreneurship challenges in the South African craft beer industry

✍️ Fezile Sidubi & Professor Geoff Bick

16. Winner:

2016-2017 Emerald/AABS case study competition

The evolution of Lean Thinking at K-Way: Where to next?

✍️ Fatima Hamdulay & Himanshu Vidhani

17. Winner:

2017 African Governance Showcase competition

African Bank Investment Ltd (ABIL): A South African corporate governance failure

✍️ Matthew Marrian & Associate Professor Stephanie Giamporcaro

18. Top 10:

2017 CEEMAN/Emerald case writing competition

African Bank Investment Ltd (ABIL): A South African corporate governance failure

✍️ Matthew Marrian & Associate Professor Stephanie Giamporcaro

19. Winner:

2015-2016 Emerald/AABS case study competition

BOS Brands: Challenges of internationalisation

✍️ Chris Human & Professor Geoff Bick

20. Winner:

2016 CEEMAN/Emerald case writing competition

Zoona mobile money: Investing for impact (case A & B)

✍️ John Bazley, Cynthia Schweer Rayner, Professor Thomas Hellmann & Aunnie Patton Power

21. Winner:

2014-2015 Emerald/AABS case study competition

M-Pesa: An evolution in organisational strategy

✍️ Dr Linda Ronnie & Mariam Cassim



We are delighted to see strong cases coming from South Africa, strengthening case writing capabilities in the region and bringing local relevance to the classroom. Congratulations to UCT GSB for winning for the second year in a row. "Biotronik" is truly a great case with a strong teaching note and potential application beyond healthcare and beyond borders."

**Professor Danica Purg,
CEEMAN President**

SUPPORT FOR



Academics

The centre assists with conceptualisation, co-writing, and ensuring a professional final product. Without this assistance, the UCT GSB would produce relatively few teaching cases.



Students

The centre provides training on case writing and assists with case crafting. It also provides resources and support to help students complete cases within the UCT GSB dissertation framework.



Business schools

The centre also provides input, support, and access to UCT GSB cases to other schools. This collegiality has been exceptional, also ensuring that South African schools are well-resourced and continue to publish cases related to our increasingly relevant emerging market environment.

*Professor Linda Ronnie,
UCT Dean of Commerce*

UNIVERSITY OF CAPE TOWN



The Case Writing Centre is passionate about creating local and current case material. To view or use any of the cases in your teaching or training, simply email Claire Barnardo at claire.barnardo@uct.ac.za