

Teaching with “Clara Banu at Crossroads Life”

A next-generation leadership and organizational behavior case

The problem

The Harvard-style case method has been widely used in business schools and universities around the world for over a century. Most cases are still presented to students in pdf format. Even where video is included, it usually contains interviews with the case protagonists or documentary-style footage of the case setting. This does little to address the increasing challenge of capturing students’ attention. Especially when it comes to subjects involving complex human interaction, emotion and sensemaking, such as leadership or organizational behavior, students cannot put themselves fully into the shoes of the protagonist when starting from the linear, rational presentation of the case on paper or in documentary-style film.

The solution

“Clara Banu at Crossroads Life” is a leadership/organizational behavior case depicting the real-life experience of a newly-promoted CFO in a financial services corporation. Based on the written case as prepared by Emilia Bunea, PhD (a leadership academic with ample corporate executive experience), ed.movie has produced a one-hour film, “Crossroads Life”. The film, directed by an award-winning director and with a cast of twelve professional actors, offers a full cinematic experience, as confirmed by the awards it received from several film festivals. This makes it the world’s first “cine-case”, a case study that is not just presented on video, but that uses cinema’s full toolset to immerse students into the protagonist’s reality more intimately than ever before. The full case package consists of the film, the 5-part written case, a “cast of characters” chart, and – for the benefit of instructors – a teaching note and an annotated, line-by-line film script.

How you can teach with “Clara Banu at Crossroads Life”

You can buy the rights to teach with this case, just as you would any other case. You can receive not only the full package described above, but also other assets now being developed (e.g. a comics-style supplementary scene that can be very effective for role-play). Moreover, we are happy to set up a dedicated call with you to ensure a stellar first teaching experience with “Crossroads” for you.

Teaching with “Crossroads” is so naturally engaging and discussion-sparking for students, that you will find it easy to approach even if you have never taught with cases before. At the same time, if you have ample experience with case teaching, you will appreciate the many-layered richness of this case, where, beyond the first-sight interpretation of the case’s “lessons”, other worldviews are equally possible and other, inciting questions open up for discussion.

Contact us at admin@ed.movie to find out more and join the “Crossroads Life” experience!

