

Index of Contents

I Integrated Case Method.....	1
1. Introduction to the Case Method in Management Education.....	2
2. Grounded Learning Integrates Case Research and Case Teaching	5
3. Discussion of the Design for Case-Based Learning Concepts	9
4. Case Method in Ecosystems of Higher Education Institutions	12
5. Conclusion: Shifting the Research and Teaching Paradigm	19
II Bachelor Case Studies.....	25
1. Birkman.NL: Crafting the Future	27
2. GEA FARM Technologies: Building Core Competencies through Internal and External Growth.....	53
3. Glendalough Distillery: The Internationalisation Challenge.....	85
4. ifm electronic: Next Level of Value Generation by Servitization and Digitization.....	107
5. IQ-Pass: Accelerate and Upscale to the Next Level	145
6. JSC Bavarus: Scaling Projects for a Small Company Operating in a Dynamic Environment.....	179
7. Portwest's Future Strategy: Fashionising Workwear – Threading the Needle	203
8. UAB SDG: Value-driven Recruiting	217