

# Press release

Berlin, February 5, 2020

## Urs Müller of ESMT Berlin honored as Outstanding Case Teacher 2020

On [#WorldCaseTeachingDay](#), The Case Centre has named Urs Müller, affiliate program director at ESMT Berlin and associate professor at SDA Bocconi, as the winner of the 2020 Outstanding Case Teacher competition. Held annually since 2013, the international competition recognizes exceptional teachers who achieve excellence through innovative and creative approaches to case teaching.

“All nominees for this prestigious award were of a very high standard, but the judges agreed that Urs stood out as the clear and deserving winner,” says Richard McCracken, director of The Case Centre and chair of the judging panel. “Urs’ students commented that his case teaching is immersive, challenging, and engaging. He tackles critique of the case method head-on, making personal twists to his case teaching to mitigate its perceived disadvantages while leveraging its strengths.”

Müller has designed, directed, and taught in numerous executive education programs for a wide range of customers and served as the program director for ESMT Berlin’s flagship open enrollment program [Executive Transition Program](#) (ETP) for more than 10 years. His research activities focus on business ethics and corporate social responsibility. He is interested particularly in how managers in real life make (and should make) decisions with moral dimensions.

“I am deeply honored to receive this award,” says Müller. “As a program director at ESMT, I have had the pleasure to see many outstanding case teachers in action as they brought reality into the classroom. From them I learned not to use cases as mere vehicles for academic finger exercises, but in ways that trigger open debate and foster critical and creative thinking.”

The Case Centre is the world’s largest repository of case studies. The non-profit organization holds annual awards and competitions – known as the case method “Oscars” – to honor outstanding case writers and teachers.

### Press contact

Sascha Rödel, +49 (0)30 21231-1066, [sascha.roedel@esmt.org](mailto:sascha.roedel@esmt.org)

Martha Ihlbrock, +49 (0)30 21231-1043, [martha.ihlbrock@esmt.org](mailto:martha.ihlbrock@esmt.org)

### About ESMT Berlin

ESMT Berlin is the highest ranked business school in Germany and Top 10 in Europe. Founded by 25 leading global companies, ESMT offers master’s, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA. [esmt.berlin](http://esmt.berlin)