

WORKSHOP ON CASE METHODOLOGY AND CASE WRITING

For Faculty members teaching management,
commerce and allied subjects

04-05 MAY, 2018

organized @



Tezpur University
Silver Jubilee Celebrations
25 Glorious Years

Supported By

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS), A NON-PROFIT PROFESSIONAL ORGANIZATION FOUNDED IN 1988. IT HAS SINCE GROWN INTO A POWERFUL NETWORK OF OVER 698 TOP MANAGEMENT SCHOOLS OF NATIONAL AND INTERNATIONAL REPUTE IN THE COUNTRY. IT IS THE SECOND LARGEST NETWORK OF MANAGEMENT SCHOOLS IN THE WORLD AND THE OFFICIAL REPRESENTATIVE OF INDIAN MANAGEMENT SCHOOLS IN INDIA AS WELL AS IN SOME IMPORTANT INTERNATIONAL FORUMS. IN 2016 AIMS INCEPTED **AIMS CASE CLEARING HOUSE (ACCH) WITH AN AGENDA TO FACILITATE THE CASE TEACHING AND CASE WRITING IN INDIAN B-SCHOOLS.**

THE WESCHOOL CENTRE OF EXCELLENCE OF CASE DEVELOPMENT (CECD) IS THE HOST CENTER FOR ACCH. WESCHOOL WAS AWARDED 'BEST INNOVATIVE INSTITUTE AT THE 9TH ASSOCHAM HIGHER EDUCATION SUMMIT, 2016.

UNDER THE AEGIS OF ACCH THIS TWO-DAY FACULTY DEVELOPMENT WORKSHOP IS ORGANIZED FOR THE FACULTY FRATERNITY IN THE EASTERN REGION OF THE COUNTRY BY TEZPUR UNIVERSITY, ASSAM.

Workshop Background

Participative approaches to training and development continue to be popular. This trend is evident in the growing demand for workshops and seminars on discussion based learning using cases. The payoff is more motivated students, more stimulating classroom discussions, better prepared graduates and a renewed joy in teaching and learning.

This workshop has two parts **a) Case Methodology and b) Case Writing.**

Case Methodology is an excellent opportunity for novice and experienced faculty members to practice case teaching methods by exploring the concepts and techniques behind creative case teaching, showing how to plan and execute successful case discussions, working with the unique dynamics of the case classroom and meeting the multiple challenges of discussion leadership.

Case writing is designed to provide guidance on developing an initial draft case into a finished case. The workshop engages participants by providing a case writing toolkit that covers:

- Elements of a good case
- Developing topics into Cases
- Ethical and practical dilemmas in writing cases
- Developing a teaching note

Aim and Objectives of the Workshop

AIM

To promote the culture of Case Based Teaching and Case Writing among participants.

OBJECTIVES

- A solid grasp of the teaching concepts behind the case method
- Time tested approaches to preparing and leading discussions
- Multiple means of integrating case teaching into courses
- Techniques of creating a more dynamic classroom environment
- Help the participants with the basics of Case writing
- A stress free, interactive and enjoyable learning experience instilling the 'Habit of Mind'.

Value and Outcomes of Workshop

VALUE

This workshop is an effort under the aegis of ACCH to generate enthusiasm with respect to case based research, facilitate fellow Institutes to move towards a learner centric Case Based approach of teaching and contribute to the repository of management case Studies.

OUTCOMES

- Help disseminate the importance of Case Methodology. A stepping platform for the novice case writers to transit into full- fledged case writers.
- An opportunity to network with professionals and industry expert.

FACULTY PROFILE

Prof. Sonia Mehrotra – Head & Associate Professor - Centre of Excellence for Case Development, WeSchool



- Dr. Sonia Mehrotra heads the Centre of Excellence for Case Development at WeSchool. She is involved in Case Teaching and Human Resources vertical sessions at WeSchool. She is also the ACCH Host institution member core committee.
- An enthusiastic case writer of management case studies on real time Corporates, her case studies are published at Harvard Publishing House, Richard Ivey Publishing House, Globalens, WDI, Michigan University and Emerald Publishing House. Her case studies ‘Moser Baer’ and ‘SEWA: Ela Bhatt’ were recipient of Best case awards at the EFMD International Case Writing competition 2014 and case study ‘Goli Vada Pav Private Limited’ was taught at Harvard Business School in April 2014. The other case studies on companies such as Robert Bosch, P.N. Rao, UCDS, Manjushree, Dakshina Chitra, Petawrap, Hungry Hogs, etc. are among the popular cases adopted by B-school faculty members across the globe.

FACULTY PROFILE

**Dr. Hema
Doreswamy**

**Welingkar Institute
of Management**

Bengaluru campus



- Dr. Hema Doreswamy holds masters in commerce and management and she has completed her PhD on the topic "*Corporate Governance in India-A Holistic Perspective*". In her study she developed a new model of Corporate Governance (SREE Model- Social, Regulatory, Environmental and Ethical) to measure the quality of corporate governance of listed companies. Dr.Hema is an active researcher and has presented research papers in national and international conferences. She has research papers and case publication to her credit in national and international journals. Her research interests include corporate governance, earnings management, sustainability, risk management, financial modelling and valuation.
- Apart from teaching and research, Dr.Hema takes up corporate training assignments and has delivered training sessions in reputed companies on the topics of accounting and finance.
- She regularly mentors students for research paper writing and for participating in various competitions.

ENTREPRENEUR PROFILE

Venkatesh Iyer

CEO, Goli Vadapav



- Venkatesh Iyer is the Founder and CEO of Goli Vadapav, India's largest national ethnic fast food chain. From Finance to food, with over 15 years of experience in corporate finance and investment banking, Venkatesh Iyer has been instrumental in helping entrepreneurs translate ideas into story boards using his unique strength of critical thinking, imagination and communication.
- One fine day, he decided to change his course and create what was then called a very creative food revolution! His ultimate dream has been of "corporatization" of the humble Vadapav and to see Vadapav as a brand amongst the pizzas and burgers of the world. He's a visionary par excellence who sees things beyond the obvious and it is this attitude that made his dream turn into reality!
- He has been invited as an inspirational speaker and delivered more than 250 talks on Goli Vadapav story in India and abroad at various large entrepreneurial summits and business schools like Harvard, IMD Switzerland, ISB Hyderabad, etc."

WORKSHOP SCHEDULE

DAY 1: 04 MAY 2018

0900- 0930	Registration
0930-0940	Welcome Address by President AIMS,
0940-1000	Introduction to Case Method
1000-1130	Managing the Classroom Process: Introduction to Case -1
1130-1145	Tea Break
1145- 1300	Managing the Classroom Process: Introduction to Case -2
1300-1400	Lunch Break
1400-1545	Thoughts from an Entrepreneur- Has Case written on his Venture helped him?
1545 – 1600	Tea Break
1600- 1615	Photo Session
1615 – 1700	Instructional Design Using Cases

DAY 2: 05 MAY 2018

0930- 1100	Managing the Classroom Process: Introduction to Case -3
1100- 1130	Tea Break
1130-1230	Introduction to Case Writing
1230-1300	Exercise in Case Writing
1300-1400	Lunch Break
1400-1500	Key Evaluation Criteria in International Case Selection
1500-1515	Tea Break
1515-1545	Open House for the Participants
1545-1600	Reflections; Certificate Distribution

Participation FAQs

Who can attend the Workshop?

For faculty members teaching management, commerce, sociology, mass communication, social work or any other allied subjects, who are willing to use case methodology in their pedagogy. Research scholars or executives of learning and development centres of industry organizations.

Is there any fee for joining?

The workshop is substantially supported by Association of Indian Management Schools (AIMS) with an aim to enhance the teaching quality by faculty members. However, to meet incidental expenses, a very nominal participation fee of Rs. 2,000/- is to be paid by the participants, which include licensed use of cases of Harvard, Ivey League etc. This also includes tea, refreshments, lunch during the workshop hours. The fee is to be deposited at “Tezpur University” account no. 10501585452 maintained at State Bank of India, Tezpur Main Branch, IFSC SBIN0000195. Those participants needing accommodation may stay at University Guest House by paying nominal rent.

How to join:

Please send mail to subh16@gmail.com expressing your interest to join. You will be contacted immediately with details.

The seats are limited and will be allotted on First-come-first serve basis