



**Shri Vaishnav Vidyapeeth Vishwavidyalaya**

**Shri Vaishnav School of Management**

# **ONE - WEEK ONLINE NATIONAL CASE WRITING AND TEACHING WITH CASES WORKSHOP**



**May, 8<sup>th</sup> to 12<sup>th</sup> 2023**



## PROFILE – FACILITATOR



### **DR. UPINDER DHAR** Vice Chancellor

Dr Upinder Dhar, Vice Chancellor - Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore - has led several such workshops as a facilitator so far. A renowned educationist and academician, Dr. Dhar, has more than four decades of experience in post graduate teaching, corporate training, faculty development, consultancy and research. Before joining Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore he was Group Addl Vice Chancellor-Amity University; Vice Chancellor - JK

LakshmiPat University, Jaipur; Director- Institute of Management and Dean-Faculty of Management, Nirma University, Ahmadabad, Director - Prestige Institute of Management and Research (Indore); President - Prestige Group of Educational Institutions (Indore). Earlier, he was Professor and Head of Management at NITIE, Mumbai – a National Institute established by the United Nations. He has conducted more than 715 management and faculty development programs for the executives of major business houses and faculty members of academic institutions respectively.

Dr. Dhar was invited by the American Society of Engineering Management (ASEM) to address the delegates on case method during its Annual International Conference at Minnesota, USA in 2013. He has been on the Panel of Reviewers of number of journals, such as International Journal of Training and Development, Human Resources International, Journal of Global Business and Technology, and South Asian Journal of Management. He has also been on the Panel of Experts maintained by NBA (Bangalore); NAAC (Bangalore); ICSSR (New Delhi); and SAQS (Hyderabad). He has been President of Anthropological and Behavioral Sciences Section of the Indian Science Congress Association (2007-08), Indian Society for Training and Development (2008-09) and Association of Indian Management Schools (2014-15).

He has been on the high powered Expert Committees constituted by MHRD, UGC, AICTE and Hon'ble Governor of Uttar Pradesh. Currently, he is a Member of the Standing Committee on Specification of Degrees u/s 22 of the UGC Act, 1956 and Expert Group constituted for Presentations of Guidelines for Implementation of NEP 2020. He has also been Guest Faculty at IIM Calcutta, IIM Indore, IIM Trichy and IIT Roorkee. Besides undertaking consultancy assignments, he has authored/co-authored more than 811 publications. Forty one scholars have been awarded Ph.D. degree under his supervision by various universities.

## PROFILE – FACILITATOR



### DR. SANTOSH DHAR Rector & Dean

Dr. Santosh Dhar is Rector at Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore and also Dean, Faculty of Doctoral Studies and Research. She has been engaged in teaching, research, corporate training and consultancy for the last 42 years. She has widely published her work and has 378 publications to her credit. Her earlier assignments have been Professor, Shri Vaishnav Institute of Management, Indore; Professor, Amity Business School, Amity University,

Greater Noida campus; Professor, Institute of Management & Dean Research, JK Lakshmipat University, Jaipur; Senior Professor, OB/HR Jaipuria Institute of Management, Jaipur; Professor and Chairperson OB/HR Area, Institute of Management, Nirma University, Ahmedabad; and Guest Faculty at IIM Kolkata and MICA, Ahmedabad.

Many research scholars have been awarded Ph.D degree under her supervision. She has designed and conducted management development programs for the executives of several business houses, such as Grasim Industries, J.K. Tyre, Bridgestone, Hindustan Motors, ONGC, Eicher and GAIL to name a few. She has been on the Panel of Reviewers of the Oxford University Press and Tata McGraw-Hill. She was Managing Editor of Prestige Journal of Management and Research and Prestige Research Abstracts. She has been Chairperson of Indian Society for Training and Development (Indore and Jaipur Chapter) and had been on the Editorial Board of Indian Journal of Training and Development. She has presented papers in several national and international conferences / seminars and had the opportunity to visit Kathmandu (Nepal), Male (Maldives), Bangkok (Thailand), Beijing, Shanghai, Guanzhou, Shenzhen, Hong Kong (China), Seoul (South Korea), Dubai, US, Poland in connection with various professional assignments.

Dr. Dhar has coordinated the implementation of a project on the Empowerment of Women through Enterprise in North India (2000-2002), which was funded by Canadian International Development Agency (CIDA). She has completed the research project on Problems of Women Trainers in India and Quality of Work Life as a Determinant of Mental Health in Pharmaceutical Industry. She has also been principal investigator for Asian Development Bank funded and Rajasthan Government sponsored RUIDP Consultancy project on Capacity Building of ULBs of different towns of Rajasthan. She has twice been chairperson of Indian Society for Training and Development, Indore Chapter & Chairperson of the Best Paper Award of the Indian Society for Training and Development, New Delhi. Dr. Dhar was conferred National Fellowship for her contributions to HR by the Indian Society for Training and Development in 2006-07. She is life member of Indian Society for Training and Development (ISTD), National Human Resource Development (NHRD), and Indian Society for Technical Education (ISTE).



## PROGRAM SCHEDULE

### **DAY 01: May 08, 2023**

11:30 AM - 12:30 PM

Brief Introduction to the Workshop

02:00 PM - 05:00 PM

Online interaction of groups with representatives  
of various organizations

### **DAY 02: May 09, 2023**

11:30 AM - 12:30 PM

Review of Information collected on Day 1

02:00 PM - 04:00 PM

Drafting of Case - 1

### **DAY 03: May 10, 2023**

11:30 AM - 12:30 PM

Drafting of Case - 2

02:00 PM - 04:00 PM

Case Clinic

### **DAY 04: May 11, 2023**

11:30 AM - 01:00 PM

Presentation of Cases and Feedback - 1

02:30 PM - 04:00 PM

Presentation of Cases and Feedback - 2

### **DAY 05: May 12, 2023**

11:30 AM - 01:00 PM

Teaching with Cases - 1

02:30 PM - 04:00 PM

Teaching with Cases - 2

Concluding Remarks

# INTRODUCTION

Management education cannot be complete without citing appropriate examples. Case method, hence, has gained significant importance as an alternative pedagogical tool to the traditional lecture method of imparting knowledge to learners. It involves active participation of learners, which is more stimulating than the role of passive listening played by them in the formal lecture session.

## Case Method

Cases are real life situations where learners are exposed to a thought-provoking business decision-making environment. Case is an effective simulation for management students to develop knowledge, sharpen logical and analytical skills and improve the ability to communicate. It helps them to translate concepts and theories into action by giving them an opportunity to process information, analyze problems and evaluate decisions. The case method makes learning challenging and interesting, thereby fostering creativity.

There is a dearth of qualitatively rich cases, which are developed in Indian environment. The challenges and intricacies involved in Indian management are yet to be fully demonstrated. This workshop is an attempt to facilitate the faculty members working in various B-schools to write management cases based on Indian situations. Most of the cases developed during the workshops held earlier have been registered with The Case Centre (ECCH- European Case Clearing House), Cranfield University, UK.

# OBJECTIVES

- To develop case writing skills of the participants.
- To encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical skills of participants.
- In view of the inadequacy of suitable case literature reflecting Indian situations, the workshop aims at developing and publishing case studies for use in teaching and training sessions.

## DELEGATE FEE

A nominal fee of Rs. 500/- for five days shall be payable per participant. Fees once paid will not be refunded. However, a suitable delegate is acceptable.

## DELEGATE FEE PARTICULARS( Payment Instructions)

UTR/IMPS/UPI No. ....

Date of Transaction..... for Rs. 500 (Rs. Five Hundred only)  
in favor of "Shri Vaishnav Vidyapeeth Vishwavidyalaya" payable at Indore.

A/c No.: 50100256398597 IFSC code: HDFC0000281, HDFC Bank, Cloth Market Branch, Ground Floor, 211, Jawahar Marg, Near Rajmohalla, Indore, Madhya Pradesh, 452002.

### Note:

- E-certificate will be provided to only those participants who will be attending the workshop on all the five days and after submitting the final draft of the case.
- Registrations would be closed once a pre-decided cut off number is achieved.
- Please mail contact number & payment details to **cfo@svvv.edu.in** and a copy to Workshop Coordinator **manishjoshi@svvv.edu.in**



## BOOK DATES FOR WORKSHOP

### CONTACT :

**Dr. Manish Joshi**

Workshop Coordinator

E mail : [manishjoshi@svvv.edu.in](mailto:manishjoshi@svvv.edu.in)

Mobile/ Whatsapp : 9826270209.

## ADDRESS FOR CORRESPONDENCE

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SCAN  
For Registration

