

Programme Schedule

Day 1: June 20, 2019

10:00 AM -10:30 AM : Fellowship followed by Tea

10:30 AM -10:45 AM : Inaugural Address

10:45 AM -12:00 PM : Brief Introduction to the Workshop

12:00 PM - 01:00 PM : Lunch

1:00 PM – 05:00 PM : Visit to Various Organizations

Day 2: June 21, 2019

10:00 AM -11:00 AM : Case Writing I

11:00 AM -11:15 AM : Tea

11:15 AM – 1:00 PM : Case Writing II

1:00 PM – 2:00 PM : Lunch

2.00 PM - 5.00 PM : Case Writing III

Day 3: June 22, 2019

10:00 AM – 11:00 AM : Presentation of Case Drafts-I

11:00 AM – 11:15 AM : Tea

11:15 AM – 12:15 PM : Presentation of Case Drafts-II

12:15 PM – 1:00 PM : Valedictory Address

1:00 PM – 2:00 PM : Farewell Lunch



National Case Writing Workshop

June 20-22, 2019

Coordinator: Dr. Rishu Roy

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Address for Correspondence

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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. 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.

The workshop will be conducted at the University campus at Sanwer Road, Indore.

Delegate Fee

A nominal fee of Rs.4,000/- (service tax included) covering the cost of reading material, lodging on twin sharing basis and boarding for three days shall be payable per participant in the case of residential participants.

In the case of non-residential participants, the fee shall be Rs. 2100/- (service tax included). Fees once paid will not be refunded. However, a substitute delegate is acceptable.

Facilitator

Dr Upinder Dhar, Vice Chancellor - Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore - has led 53 such workshops as facilitator so far. A renowned educationist and academician, Dr. Dhar has over three and half 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. Earlier, he was Professor and Head of Management at NITIE, Mumbai – a National Institute established by the United Nations. He has been President of Indian Society of Training and Development (ISTD) and Association of Indian Management Schools (AIMS) in 2008-09 and 2014-15 respectively.

He has designed and conducted large number of faculty and management development programmes, undertaken problem solving consulting assignments and guided research at doctoral level. He was invited by the American Society of Engineering Management (ASEM) to address the delegates on case method during its Annual International Conference at Minneapolis, Minnesota, USA in 2013.

Thirty four scholars have been awarded PhD by various Universities under his guidance. He has also been guest faculty at the Indian Institute of Management (IIM) Calcutta, Indian Institute of Management (IIM) Indore and Indian Institute of Technology (IIT) Roorkee.

Enrolment Form

Name

Area of Specialisation

Institute.....

Address for Correspondence.....

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Phone No..... Email.....

Sponsoring Authority.....

Delegate Fee Particulars

D.D. No.....

Drawn on.....

Dated..... For Rs.....

In favour of “Shri Vaishnav Vidyapeeth Vishwavidyalaya ” payable at Indore.

NEFT Transfer Details (In favor of “Shri Vaishnav Vidyapeeth Vishwavidyalaya” A/c No.: 60235029458 IFSC code: MAHB0000106, The Bank of Maharashtra Fadnis Complex, 88 M.G. Road, Indore.

Signature

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