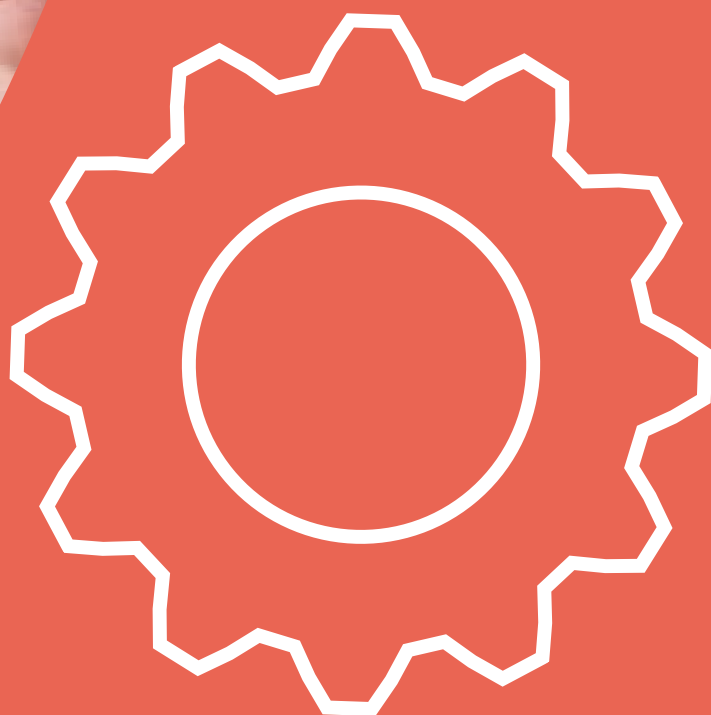




# ONE-WEEK ONLINE NATIONAL CASE WRITING AND TEACHING WITH CASES WORKSHOP

**Date: May 23 - 27, 2022**

**Coordinator: Dr. Aditi Veda**  
**Email: [aditiveda@svvv.edu.in](mailto:aditiveda@svvv.edu.in)**  
**Mobile: +91-94253-25388**



# Programme Schedule

## DAY ONE: 23rd MAY, 2022

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 TWO: 24th MAY, 2022

11:30 AM - 12:30 PM

Review of Information collected on Day 1

02:00 PM - 04:00 PM

Drafting of Case - 1

## DAY THREE: 25th MAY, 2022

11:30 AM - 12:30 PM

Drafting of Case - 2

02:00 PM - 04:00 PM

Case Clinic

## DAY FOURTH: 26th MAY, 2022

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 FIVE: 27th MAY, 2022

11:30 AM - 01:00 PM

Teaching with Cases - 1

02:30 AM - 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.

# Profile – Facilitator



Dr. Upinder Dhar is Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore). Earlier, he was Group Additional Vice Chancellor and Pro-Vice Chancellor (Academics), Amity University (Noida); Founder Vice Chancellor of JK Lakshmipat University (Jaipur); Director - Institute of Management, Dean - Faculty of Management, and Dean - Faculty of Doctoral Studies and Research, Nirma University (Ahmedabad); Director - Prestige Institute of Management and Research (Indore); Professor of Management at NITIE (Mumbai); Reader at IMS-DAVV (Indore).

Besides having led 70 Case Writing Workshops so far, Dr. Dhar has conducted more than 710 management and faculty development programs for the executives of major business houses and faculty members of academic institutions respectively. 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/edited more than 725 publications. Forty (40) scholars have been awarded Ph.D. degree under his supervision by various universities.

A Fellow of ISTD and a strong proponent of Case Method, Dr. Dhar was conferred Ravi J Matthai National Fellow Award by the Association of Indian Management Schools (AIMS) in 2018. He has been on the Panel of Reviewers of number of international 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 the NAAC (Bangalore), NBA (Bangalore); ICSSR (New Delhi); and SAQS (Hyderabad). He was President of Anthropological and Behavioural Sciences Section of the Indian Science Congress Association in 2007-08, Indian Society for Training and Development in 2008-09 and Association of Indian Management Schools in 2014-15.

He has also been Member of the Council of Management of AIMA, Member of ATMA, All India Board of Management Studies of AICTE, Rajasthan State Productivity Council, Governing Board of DELNET, and Member of the Executive Board of AMDISA. Dr. Dhar was awarded Commonwealth Fellowship twice. He was invited by the American Society for Engineering Management as resource person for Case Method during its international annual Conference held at Minnesota in 2013. 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. He has also been resource person in the Leadership for Academicians Program (LEAP) sponsored by MHRD and organized by IIT Roorkee in 2018 and BHU Varanasi in 2019.

## Delegate Fee and Registration Link

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.

Link to register -

<https://forms.gle/ktWvkRjp23qkpw8U6>



## Delegate Fee Particulars

UTR/IMPS/UPI No. ....

Date of Transaction..... for Rs. 500

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.

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.

Note: Registrations would be closed once a pre-decided cut off number  
is achieved.

## Address for Correspondence

SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA  
SHRI VAISHNAV VIDYALAYA PARISHAR  
177, SOUTH RAJMOHALLA, JAWAHAR MARG, INDORE  
452002

[www.svvv.edu.in](http://www.svvv.edu.in)