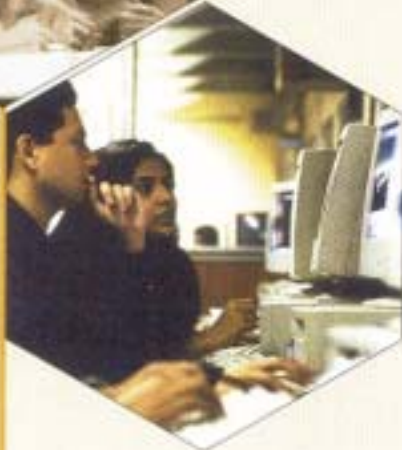




WORKSHOP ON
CASE Writing and
Method of Teaching

September 18 - 22, 2006



Indian Institute of Management
Ahmedabad, India

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**NEED AND
MOTIVATION**

Indian management schools (affiliated to universities and/or approved by AICTE) are constantly directing more efforts towards adding value to their students by quality education. Quality education is a consequence of competent faculty, motivated students, and an appropriate pedagogy.

It is well known that management education at the post-graduate level can be made extremely effective by the case method of instruction. This pedagogy was pioneered by Harvard Business School based on its experience in teaching law and medicine.

Over a period of time, several management institutions in India have systematically adopted the case method of instruction. Several institutions are making a transformation towards this instruction methodology. Often, the faculty members need to be reoriented or trained in case method of teaching. While established institutions have a well-defined process to develop cases in the Indian context, for several management institutions, case writing is on the complementary list of activities.

This workshop is motivated by the firm belief that premier institutions like IIM, Ahmedabad should not only practice case method of instruction in their curriculum but also propagate this among management schools in India. To operationalize this vision, there is a need to train, reorient, re-energize, and reactivate management faculty from various business schools on the case method of teaching and case writing.

This workshop attempts to fulfil this important felt need of management schools and management faculty in the country.

FOR WHOM

- Teachers from business schools in India and neighbouring countries
- Trainers from large industrial organizations
- Senior HR executives who are involved in training and related activities

**ADMISSION TO
WORKSHOP**

- Nominations are invited from teachers of management schools affiliated to universities/institutions approved by AICTE. The application form can be downloaded from the Institute website (www.iimahd.ernet.in).
- In order to be effective, the maximum class size is restricted to 25.
- Preference will be given to those faculty members who have an opportunity to write cases and use the case method of instruction in their regular work environment.

WORKSHOP FACULTY

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OBJECTIVES

- Appreciate the complexities involved in the case method of teaching
- Understand the role of instructors in the case method of teaching
- Realize the need, depth, and level of preparation necessary to conduct excellent case-based teaching sessions
- Understand the preparation necessary to plan and write a case
- Create an awareness about the role and importance related to teaching note and its preparation

FEE

- Rs. 10,000 for management school teachers affiliated to central and state government university departments
- Rs. 20,000 for teachers who are not directly associated with universities but belong to management institutions approved by AICTE
- Rs. 25,000 for industry participants

The course fee includes workshop material, single room dormitory accommodation, and boarding.

The fee may be paid by demand draft in favour of **Indian Institute of Management, Ahmedabad**.

IMPORTANT DATES

Last date for **RECEIVING** nominations: **August 28, 2006**

Notification of **ACCEPTANCE** of nominations: **August 31, 2006**

WORKSHOP DESIGN (TENTATIVE)

Day	Session 1 (0845-1015)	Session 2 (1030-1200)	Session 3 (1400-1530)	Session 4 (1600-1730)
1	Introduction Workshop objectives Overview of case method of teaching	Demonstration case (Strategy)	Case writing Overview Presentation cum discussion	Case writing: Review of a case (Marketing)
2	Case writing experience – Presentation on a specific case (HR)	Demonstration case (Operations)	Case teaching – Presentation by participants	Case writing: Review of a case (Strategy)
3	Case writing experience – Presentation on a specific case (Finance)	Demonstration case (HR/IR/OB)	Case teaching – Presentation by participants	Case writing: Review of a case (Operations)
4	Case writing experience – Presentation on a specific case (Strategy)	Demonstration case (Marketing)	Case teaching – Presentation by participants	Preparation for Capstone exercise
5	Capstone exercise and presentation by participants (Session 1 to 3)			Conclusion and feedback

- Case writing experience would be anchored by an IIMA faculty with a specific case written by him/her.
- Case writing review experience would be a discussion on a specific case by the participants led by an IIMA faculty to critique, analyze, and understand how well a specific case has been written. It will also provide a platform to see how an existing case can be improved.
- Demonstration case – This is a standard case discussion class led by an IIMA faculty with a focus on class dynamics, class preparation, etc.
- Case teaching is an opportunity for the participants to teach a case in the class and seek review and feedback.

CAPSTONE EXERCISE

Participants would have an opportunity to evolve a case based on unstructured information related to a context.

Indian Institute of Management, Ahmedabad (IIMA)

was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

The Institute conducts the following major programmes:

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives (PGPX, equivalent to MBA)
- Management Development Programmes (MDPs) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population. In the last 44 years, over 39,500 managers have participated in various MDPs.
- Faculty Development Programme for teachers in universities and colleges.

The Institute has about 84 faculty members working in the following management areas and sectors:

DISCIPLINARY AREAS ❖ Business Policy • Communications • Economics • Finance and Accounting • Marketing • Organizational Behaviour • Personnel and Industrial Relations • Production and Quantitative Methods

INTERDISCIPLINARY CENTRES AND GROUPS ❖ Centre for Innovation, Incubation, and Entrepreneurship • Centre for Management in Agriculture • Centre for Management of Health Services • Centre for Regional Management Studies • Centre for Telecom Policy Studies • Computer and Information Systems Group • Faculty Development Centre • International Management Group • Public Systems Group • Ravi Matthai Centre for Educational Innovation

THE FACULTY DEVELOPMENT PROGRAMME (FDP)

of IIMA, aims at the professional development of faculty members of institutions of management education. The first FDP was offered in 1979. Over the years, the FDP has been continuously modified and restructured to address new developmental needs of management educators.

The major focus of the FDP is on upgrading the teaching, training, and research skills of management teachers – especially those teachers who have not had an opportunity to acquaint themselves with recent developments in teaching and research methods. The programme enables participants to develop competence in general management education as well as in management research and pedagogy.

The FDP is designed for **management teachers, trainers, and researchers** working in management schools, universities, colleges, professional institutes, staff training colleges, training centres of industrial organizations, and staff training institutes of central and state governments which teach management and allied subjects like economics, statistics, computer applications, commerce, banking, organizational behaviour, business policy, sociology, marketing, and labour relations.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT

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