

# Program Schedule

Day/Date	Session 1	Session 2	Session 3	Session 4	Notes	Remarks
Day -1	Management Education and Case Method	Case Analysis Discussion	Types of Cases and Uses	Approaches to Case Writing	Team Formation; Task Identification and Evaluators' selection	Participants to prepare probable case topics / areas through media sources
Day -2	Approaches to Case Analysis	Video Case Illustration	Identifying a Case Opportunity	Case Situation Development Exercise	Deciding on a case Industry/company; Identifying Managerial function for case situation	Sourcing secondary data
Day -3	Academic writing and Writing for Case Development	Proposal Writing and Approvals	Importance of Literature Review, Data, Concepts and Theories	Primary Data Collection for Case Development – Interviewing	Drafting a Case and Teaching Note	Draft to be prepared and shared with evaluators
Day -4	Case Evaluations - Presentations	Case Evaluations - Presentations	Analyzing Case Deficits and Revision Planning	Discussions on Revision Planning with Evaluators	Final draft of case to be prepared	Teaching approach and notes to be prepared. Identifying additional reading material to be distributed
Day -5	Teaching Your Case	Teaching Your Case	Challenges in Conducting a Case	Concluding the Teaching Note and Vote of Thanks	Participants shall finalise the case and teaching notes	Most of you shall have a complete case and teaching note by now.

Note: Each session will be of 90 minutes duration

Chief Patron:  
**Prof. (Dr.) Navin Sheth,**  
 Hon'ble Vice Chancellor,  
 Gujarat Technological University, Ahmedabad.

Patron:  
**Dr. J. C. Lilani**  
 Registrar, Gujarat Technological University, Ahmedabad.

Coordinators:  
**Dr. Pankajray Patel,** Director, GSMS, GTU. M. 9909963044  
**Dr. Krishnaba Vaghela,** Assistant Professor, GSMS, GTU. M. 9909013788

:: VENUE ::  
**Seminar Hall, Shed-IV,  
 Graduate School of Management  
 Studies, Gujarat Technological  
 University,  
 Sabarmati Koba Highway, Nr. Visit Three  
 Roads,  
 Chandkheda, Ahmedabad- 382424, Gujarat  
 (India)**

Email:gsms@gtu.edu.in,  
 Ph. (079) 23267542,543

**GTU & AICTE Sponsored**

**Faculty Development Program**

**on**

*Case Writing And Developing Case Teaching Skills*

**25<sup>th</sup> to 29<sup>th</sup> March, 2019**



**Graduate School of Management Studies  
 Gujarat Technological University**





## Graduate School of Management Studies Faculty Development Programme

### Graduate School of Management Studies

Graduate School of Management Studies (GSMS) has started AICTE approved MBA (International Business) from Academic year 2018-2019 and also runs M.Phil. in Business Management and different E-Courses like Post Graduate Diploma in Digital Marketing, Post Graduate Diploma in Asian Business and Gandhian Philosophy and Certificate Course in E-commerce from academic year 2017-2018. GSMS promotes the research work in field of business management and facilitates joint Research projects and Foreign study Programs in Business Management. GSMS strives to adapt and explore the innovative pedagogy in teaching and learning.

### About workshop

Graduate School of Management Studies is organizing one week Faculty Development Programme on Case writing and developing case teaching skills on 25th to 29th March 2019. Case study teaching is an innovative and contemporary pedagogy which is qualitative in nature which results in narrative description of behavior or experience. Cases are utilized in teaching to inculcate critical analysis and higher order thinking in students to tackle the similar situation. This workshop will focus on case study development, analysis and case teaching skills. Attending this workshop will ascertain that participants will qualify to develop, analyze and execute the case study class with confidence, certainty and effective engagement in learning environment

### Objectives

This workshop is intended to develop competent researchers, academicians and case authors to identify and evaluate real issues with the help of case writing and case analysis and adapting these cases as part of classroom teaching. The specific objectives of the workshop are mentioned below:

- ❖ To explore and adapt case study as a teaching method
- ❖ To learn case study development process
- ❖ To develop skill for effective engagement of students in case study analysis
- ❖ To develop competent case based course



## Case Writing And Developing Case Teaching Skills

### Program Content

The Programme is designed to give a far reaching opportunity to address real issues identified through creative pedagogy of case study with equal focus on Case writing, case analysis and case teaching abilities. A couple of real themes are highlighted below:

- ❖ Process of Case Development
- ❖ Discussion on different types of case study
- ❖ Effectively identifying key aspects leading to discussion and case analysis
- ❖ Teaching Note Creation
- ❖ Planning and execution of case analysis in session
- ❖ Effective Student engagement

### Resource persons

- 1) Dr. Hemant Trivedi, Academic Consultant.
- 2) Dr. A.H. Kalro, Former Professor, Indian Institute of Management (IIM), Ahmedabad.
- 3) Dr. Margie Parikh, Professor, B K School of Management, Gujarat University, Ahmedabad.
- 4) Dr. Pramod Palival, Dean, School of Petroleum Management, PDP, Gandhinagar

### Registration & Important Dates

- ❖ Registration Link : <https://goo.gl/forms/xEluOxjeFJPddAJh2>
- ❖ FDP Dates : 25th March to 29th March, 2019
- ❖ Timing : 10:30 AM to 05:00 PM
- ❖ **Last Date for Registration : 21<sup>st</sup> March, 2019**
- ❖ Total 40 Seats available for the FDP. It shall be considered on first come first basis.
- ❖ There is no registration fees.
- ❖ Free accommodation shall be provided to all participants after confirmed registration.

### Target Audience:

Academicians, Teachers, Corporate Trainers Case Researchers and Authors who are interested in developing cases and teaching notes.