

National Workshop on Case Based Teaching and Case Writing

14 - 15 February, 2015

Faculty of Commerce & Business Management

DAV University, Jalandhar, Punjab

www.davuniversity.org



Introduction

Case study method has gained significant importance as an alternative pedagogical tool to the traditional lecture method of imparting training to business management students. Decision making across all businesses is complex because of multiple objectives and the need to tradeoff the interests of diverse stakeholders. Business decision making is often marked by ambiguity, uncertainty and limited information. Case studies bring real managerial situations into the classroom and provide insights to the participants; which constrains a simple lecture method because most of the management students do not have work experience. 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 method effectively sharpens logical and analytical skills of management students and improves their ability to communicate. This pedagogy enables the students to better understand the theoretical concepts, see the application of managerial tools and learn from unique managerial situations. Thus, it makes management education student centric, interesting and challenging.

The Indian business environment has its peculiarities; which need to be captured in the case studies written specifically for the Indian business students or those interested in understanding the Indian business scenario. There is a need for developing qualitatively rich cases suited to the Indian business environment.

About the Workshop

This interactive Workshop will train the participants in case based teaching and prepare them for writing case studies for classroom teaching and publication. There will be discussion of cases and hands-on exercises to understand this internationally used tool in management education. Since many of the students in B-Schools in India do not have industry experience, they can understand the theory and practice of management better in the context of case studies of various business/commercial organizations. The focus of the Workshop will be on discussing ways of handling the cases with different groups of students. Faculty members can share better insights with students if the case is self-written and published in a good journal/case bank. With this conviction, the trainers will prepare the participants for writing their own cases.

Learning Objectives

Participants of this Workshop will learn how to:

- ✓ Teach/impart concepts with help of real life case studies
- ✓ Design a teaching plan for case based teaching
- ✓ Motivate and train students for case based teaching
- ✓ Write a real life case on a business situation
- ✓ Prepare teaching note for a case
- ✓ How to publish a case study

Case Presentation and Publication

The case studies developed in the Workshop will be submitted for presentation at the Case Colloquium in 18th Annual Convention of Strategic Management Forum (SMF) to be held at Indian Institute of Foreign Trade (IIFT), New Delhi (June 4 - 6, 2015). Subsequently, the refined cases will be submitted for publication in reputed journals/case banks.

Who Should Attend

This Workshop will be highly relevant for:

- ✓ Faculty in Commerce/Management departments and B-Schools:
 - who intend to adopt the case method in their classrooms
 - who would like to write, present and publish case studies
- ✓ Research Scholars/Doctoral students:
 - who want to use the case method as part of their research methodology
 - who want to learn case based teaching for their future teaching assignments
 - who would like to write, present and publish case studies

Venue and Timing

Date: 14 and 15 February 2015, starts at 9:00 a.m.

Venue: DAV University Jalandhar, Punjab

Certificate of Participation

DAVU will issue certificates to the successful participants.

About the Organisers

DAV University at Jalandhar traces its roots to the legacy that has been reforming and redefining India's educational scenario for 128 years. The University is the culmination of the movement that started with the founding of the first DAV institute to propagate the ideals of the religious and social reformer Swami Dayanand Saraswati. DAV University is a multi-disciplinary institution, home to faculties of engineering, languages, commerce & business management, sciences, agricultural sciences and physical education. The University encourages interdisciplinary studies and believes that all areas of study can inform and enrich each other. Since DAV University aims academic excellence, its curriculum conforms to that of the world's very best universities. This institution is set to become a global hub in education, research and placement of the students.

Faculty of Commerce & Business Management (CBM), DAVU is hosting this event. CBM includes three schools:

- **DAVU School of Business (DSB)** offering MBA and BBA
- **DAVU School of Commerce (DSC)** offering M.Com (Hons), B.Com (Prof) and B.Com (Hons)
- **DAVU School of Economics (DSE)** offering B.Sc (Eco) and M.Sc (Eco)

About the Resource Persons



Sandeep Vij, Ph.D.

Dr. Vij is Associate Professor and Coordinator of the Faculty of Commerce & Business Management, DAV University, Jalandhar. He has more than 19 years of experience in academics, research and industry. After completing his doctorate in Marketing from G.N.D.U., he specialized in Strategic Management from Strategic Management Forum (SMF) based at

Indian Institute of Management, Lucknow. He teaches Strategic Management and conducts workshops on Case Study Method, Entrepreneurship & Business Plan, Business Analysis (Multivariate Data Analysis) and Business Simulation. He has attended FDPs at IIMB, MDI, IIFT, IIMC, IIMK and IIML under Management Teachers Program of SMF. He has presented papers and case studies in reputed national and international conferences including at IIMA, IIML and IIMK. His research is focused in the areas of Entrepreneurship, Family Business Management, Performance Management and Knowledge Management. He is consultant to many SMEs and Entrepreneurs in Punjab. He can be reached at: profsandeepvij@gmail.com or sandeep.vij@davuniversity.org
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Girish Taneja, Ph.D.

Dr. Taneja is working as Associate Professor in Management at the Faculty of Commerce & Business Management, DAV University, Jalandhar. His case-study entitled 'Next Branding Fiasco' has been adjudged 'Best Case Study in Marketing Track' at Anniversary Conference by The Case Centre, U.K. held at IIM Bangalore in

2014. He is the recipient of 'Best Research Paper Presentation' award given by All India Management Association (AIMA). He was awarded research grant by UK-India Education Research Initiative (UKIERI) for accomplishing a research project at Northampton Business School, University of Northampton, U.K. He has been invited as resource person on the workshops on research methodology, data analysis and case based teaching by reputed business schools across northern India.

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How to Participate

- ✓ Interested individuals can fill the registration form at: www.tinyurl.com/DAVU-CW
- ✓ Workshop Fee: Rs.1200/- per participant (includes workshop material, tea and lunch)

Payment Options:

1. Demand Draft :	2. NEFT transfer :	
in favour of Registrar, DAV University, Jalandhar. Payable at Jalandhar.	ACCOUNT NO	32960453224
	ACCOUNT NAME	REGISTRAR, DAV UNIVERSITY, JALANDHAR
	BANK NAME	STATE BANK OF INDIA
	BRANCH	SARMASTPUR, DAV UNIVERSITY, JALANDHAR-144012
	BRANCH CODE	16307
	IFSC CODE	SBIN0016307

- ✓ Participation in the workshop will be limited to 25 participants on first-cum first-serve basis.
- ✓ Last date for applying: February 8, 2014.

Program Director

Dr Naresh Kumar Sahajpal

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