



# **AICTE Training and Learning Academy (ATAL) Sponsored**

## **Two Weeks Faculty Development Programme on 'Essentials of Successful Case Based Teaching'**

### **06th to 17th February, 2023**

**(Hybrid Mode-First week Online, Second week Offline)**

Organized by: IPS Academy, Institute of Business Management & Research, Indore (M.P.)  
(NAAC A++ Accredited an UGC Autonomous Institute)

## Programme Overview

Business schools worldwide have used the case study as an experiential learning tool in management education to prepare students in order to step into real life situations, analyze circumstances and take informed decisions. There is growing interest in the case-based teaching method amongst B-schools in India and this reinforces the need to inculcate case-based teaching pedagogies. There is a dearth of quality rich cases 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 and implement the case-based teaching and learning methodology in the classrooms for enhancing industry academia interface.

IPS Academy, IBMR has taken this step to help educators, trainers, industry professionals and research scholars to develop case studies on real time business situations. The institute is organizing Faculty Development Programme on 'Essentials of Successful Case Based Teaching' from 06th to 17th February, 2023 on the hybrid mode, sponsored by ATAL. The FDP is divided into three parts i.e. Case Based Teaching Methods, Case Writing Techniques and Road Map to Case Publishing focusing on different domains of management viz. Finance, Marketing, Human Resources and Information & Communication Technology. This FDP is intended to develop the potential case writers and to coach them under the purview of academic case teaching and writing process.

## Programme Structure

- ❖ Technology Innovations & It's Integration in Financial Management
- ❖ Strategic Role of Marketing in Digital Era
- ❖ HR Strategies Towards Organizational Revolution
- ❖ Attaining Sustainable Competitive Advantage via Technological Innovation

## Programme Objective

- ❖ To develop analytical, communicative and collaborative skills for case-based teaching methodology.
- ❖ To enable participants to write contemporary cases depicting real life business situations and prepare teaching note based on the same.
- ❖ To provide the insights on the fundamentals of publishing cases in depositories of international repute.

## Information for the Participants

- ❖ No registration fee for the participants.
- ❖ The FDP is open to Associate Professors, Assistant Professors, Ph.D. scholars & PG students.
- ❖ Registration will be done on <https://atalacademy.aicte-india.org/login>
- ❖ Once the registration is confirmed, the participants will be informed through mail.
- ❖ Max. 30-50 participants will be invited to participate in FDP within 100 km of the host institute and the selection will be on a first come first serve basis.
- ❖ FDP will be conducted in a Hybrid mode: Online Sessions for theory and Offline Sessions for experiential learning. • At least 1-2 industrial visits/visit to nearby Institute of National Importance/ IoE/prominent multidisciplinary university/CSIR or DST labs/Training Institute/Incubation centres/MSME centres/Studios/Smart classroom facilities, etc.

## Learning Outcomes

- ❖ Conceptual clarity of the case-based teaching methods for effective classroom teaching and student's engagement.
- ❖ Enhanced know how of domain based real time business cases and approaches to solve them by applying and implementing the analytical skills.
- ❖ Strengthen the insights of academicians and trainers to write cases aligned with the curriculum and training needs and the outcome envisioned.
- ❖ Develop the understanding of writing and publishing the cases in depositories of international repute.
- ❖ All cases developed during the workshop will be reviewed by the renowned experts and short-listed cases will receive the publication opportunities in institute's journal – Unnayan, 'The Bulletin of Management and Economics'.

### **PATRON:**

Ar. Achal K. Choudhary  
President  
IPS Group of Institutions

### **Programme Coordinator:**

Dr. Vivek S. Kushwaha  
Director,  
IPS Academy,  
Institute of Business Management &  
Research, Indore (M.P.)

## Resource Persons



Dr. Karunesh Saxena  
Vice Chancellor,  
Sangam University,  
Bhilwara, Rajasthan



Dr. Yogesh Upadhyay  
Dean, School of Studies in  
Management,  
Jiwaji University, Gwalior



Dr. Vinay Goyal  
Associate Professor,  
S.P. Jain, Institute of Management  
& Research, Mumbai



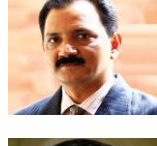
Prof. Ketan Gandhi  
Corporate Consultant & CEO  
KG Guruji Consulting & Services,  
Pune



Dr. Smriti Verma  
Assistant General Manager,  
Branding & Marketing, Innovinc  
Services, Nagpur



Dr. Leena Kaushal  
Associate Professor,  
MDI Gurgaon



Dr. Jitendra Kumar Mishra  
Director, MATS Institute of  
Management & Entrepreneurship  
(MIME), Bangalore



Dr. Vivek S Kushwaha  
Director,  
IPS Academy, IBMR, Indore



Shri Krishna Pad Das  
Youth Mentor & Life Skill Coach,  
Hare Krishna Movement,  
Jaipur



Dr. Kapil Sharma  
Associate Professor  
Institute of Management  
Studies (IMS), Devi Ahilya  
University, Indore

### **Programme Co-coordinator:**

Dr. Kali Charan Modak  
Contact-+91 – 9981574946  
Email-  
[kalicharanmodak@ipsacademy.org](mailto:kalicharanmodak@ipsacademy.org)