

FDP - Case based Teaching



AICTE Sponsored Two Weeks Online Faculty Development Programme on

'Essentials of Successful Case Based Teaching'

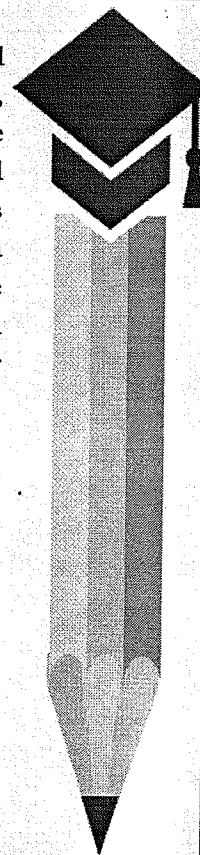
06th to 20th September, 2021

Organized by: IPS Academy, Institute of Business Management & Research, Indore (M.P.)

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.

IBMR, IPS Academy 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 6th to 20th September, 2021 on the online platform ZOOM, sponsored by AICTE, New Delhi. 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 workshop is intended to develop the potential case writers and to coach them under the purview of academic case teaching and writing process.



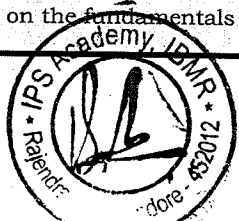
Programme Structure



- Technology Innovations & Its 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.



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Information for the Participants

- No registration fee for participants.
- The online FDP is for the faculty members, government & industry professionals and research scholars.
- The online FDP will be held on virtual platform i.e. ZOOM.US.
- Registration will be done on <https://forms.gle/oFScnRAWceNL3RQm9>
- Participants registration once confirmed will be informed through mail.
- Each participant will receive the e-certificate only if they qualify the minimum criteria of 80% attendance and 60% marks in the online assessment test.
- All relevant queries should be directed through e-mail at fdp.ibmr@ipsacademy.org
- The 12 Days online FDP will have session of Five to Six hours each day.

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'.

Resource Persons



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. Sonia Mehrotra
Professor
Prin.L.N.Welingkar Institute of Management
Development & Research, Bengaluru



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



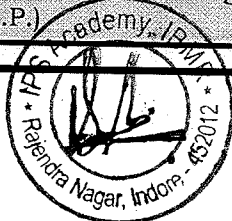
Dr. Swati Soni
Associate Professor,
Jaipuria Institute of Management,
Jaipur



Shri Brajendra Nandan Ji
Youth Mentor & Life Skill Coach,
Hare Krishna Movement,
Mumbai

Programme Convener:

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



Programme Coordinators:

Dr. Mansi Kukreja (9977222002)
Dr. K. C. Modak (9981574946)
Dr. Nidhi Jhawar (9425063133)
Dr. Deepti Shastri (9752500606)

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All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



FDP- Sanction Letter

Ref. No. 34-67/144/FDC/FDP/P-1/2019-20

Date 09 Oct 2020

From

Director,
Faculty Development Cell,
AICTE, New Delhi-110070

To

The Drawing and Disbursing Officer,
All India Council for Technical Education, Nelson
Mandela Marg,
Vasant Kunj, New Delhi - 110070

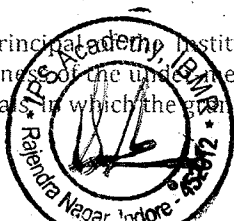
Sub: Release of grant for conduct of Faculty Development Programme (FDP) under AQIS 2019-20 during the financial year 2020-21- reg.

Sir,

This is to convey the sanction of the Council for payment of **Rs. 387667 /- (Rupees Three Lakh EightySeven Thousand Six Hundred SixtySeven Only)** for conduct of Faculty Development Program as per details given below:-

1.	Name and address of the beneficiary University / Institution	IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE, (M.P.), HUKMAKHEDI RAJENDRA NAGAR A B ROAD INDORE, 452011 Madhya Pradesh
2.	Permanent ID of Institute	1-3930783
3.	Institute type	Unaided - Private
4.	Name of Coordinator	Dr. VIVEK KUSHWAHA
5.	Amount sanctioned	Rs. 387667/-
6.	Amount to be released	Rs. 387667/- Full & final payment
7.	Head of account	601.14(a) Gen. Faculty Development Programme (Plan)
8.	The authorized officer in whose favour Cheque/ Demand Draft/ RTGS is to be made	REGISTRAR / DIRECTOR / PRINCIPAL
9.	Title of the programme	Faculty Development Programme On Essentials of Successful Case based teaching

1. The amount of the grant shall be drawn by the Drawing and Disbursing Officer, All India Council for Technical Education on the grant-in-aid bill and shall be disbursed to and credited to the Registrar/ Director/Principal of the institute through RTGS.
2. This grant-in-aid is being released in conformity with the terms & conditions as well as norms of the scheme as already communicated, and also being communicated in this letter.
3. The Principal/Institute and the Coordinator of the Program are requested to verify the correctness of the un-mentioned Bank Account / RTGS details submitted by them alongwith the proposal in which the grant is being released.



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Institute PAN No.	Bank Name	Bank Branch Name	Bank Branch Address	Account Holder Name	Account Type	Account Number	IFSC Code
AAATI3186K	HDFC BANK LTD	INDORE	UPPER GRD FLB COMMERCE HOUSE 7 RACE COURSE ROAD	IPS ACADEMY	Current Account	50200012278632	HDFC0001240

Instructions/Guidelines to be followed by the University/Institution

I. Disbursement of funds to University/Institutions

- The full amount of the grant sanctioned is being released as advance to the University/Institute.
- The amount spent by the institute on the conduct of FDP shall be adjusted on the basis of utilization certificate and detailed expenditure statement submitted by the University/Institution on the prescribed format along with other mandatory documents viz feedback form, copy of proceedings and completion report etc.
- The above said amount of grant shall be refunded back to AICTE if the Letter of Approval (LOA) / Extension of Approval (EOA) is not issued by AICTE to the institute for the academic year 2020-21.

II Maintenance of Accounts

- The Institute shall strictly follow the provisions laid down in the scheme document as available on the portal.
- Funds covered by this grant shall be kept separately and would not be mixed up with other funds so as to know the amount of interest accrued on the grant.
- The University/College/Institute shall maintain proper accounts of the expenditure out of the grants, which shall be utilized only on approved items of expenditure.
- The grant is intended to cover items of expenditure connected with the Faculty Development Programme such as Boarding & Lodging to the participants, TA to outstation participants, Honorarium to Course Coordinator, reading material to participants, Honorarium to resource persons, TA/DA to resource persons including two outstations resource persons & working expenses (reprographic services, postage, transport, daily wages, tea/coffee etc).

III. Conduct of test and issuance of certificate

A test shall be conducted by Program Monitoring Committee (PMC) at the end of the program and joint certificates shall be issued (by AICTE & conducting institute) to those participants who have attended the program and have scored minimum 60% marks in the test.

IV. Submission of Documents by the University/Institutions to AICTE

- The following mandatory relevant documents are required to be submitted by the University/Institution within one month of the completion of the program:-
 - Original Statement of actual expenditure & Utilization Certificate in the prescribed proforma duly signed by the Head of the institution and countersigned by Registrar/Finance Officer/Govt. Auditor. In case of self-financing/private institutions, Statement of actual Expenditure & Utilization Certificate are required to be audited & signed and sealed by a Chartered Accountant endorsing the membership number and complete postal address. Format for the same is available on AICTE web portal.

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The University/Institution is not required to submit bills/vouchers/invoices etc for the expenditure incurred out of recurring grants. However, such copies of bills/vouchers/invoices shall be digitized by respective institutions receiving grant and

uploaded scanned copies of such bills/vouchers/invoices etc on the portal for availability and view at any point of time.

- (ii) Feedback form in the prescribed proforma.
- (iii) Copy of the proceedings and completion report.
- (iv) List of candidates who have successfully completed the program on the basis of the test conducted by Program Monitoring Committee (PMC).
- (v) Report submitted by Program Monitoring Committee (PMC).

- b. The amount of the grant shall be adjusted on submission of utilization certificate & detailed expenditure statement by University/Institution. On receipt of these documents, the total amount of financial assistance, admissible as per the norms, shall be worked out and grant-in-aid adjusted.

V. General instructions

- a. Preferably 10% of the participants may be industry professionals deputed by industry. Further, not more than 02 participants shall be from the host institution/group of institutions.
- b. The grant released/or part thereof, if remains unutilized for any reason after expiry of stipulated time period (for any reasons to include unspent amount, interest, penalty if imposed) shall be refunded back to AICTE in the form of RTGS payable to Member Secretary, AICTE, New Delhi. The bank details of AICTE as under:-

Account No	: 55113199952
Name of the Account Holder	: Member Secretary, AICTE, New Delhi
Bank Name	: State Bank of India
Branch Name	: Shastri Bhawan, New Delhi
IFSC Code	: SBIN0050203

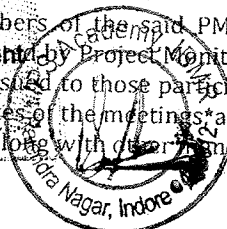
- c. The FDP will be organized for 2 weeks with minimum 40 participants. The approved FDP shall be conducted within six months from the date of release of funds.
- d. If programme is not conducted within the period of six months of the release of the 100% grant, the released amount, alongwith interest accrued thereon, has to be necessarily returned back to AICTE within a month through RTGS.
- e. The expenditure under the Heads 'Honorarium to Course Coordinator' and 'Honorarium to Resource Persons' shall not exceed 1% & 20% respectively of the total sanctioned grant for the Programme. However, overall expenditure shall not exceed the funds sanctioned for the Programme.
- f. Any extra money required to complete the programme must be borne by the institute from their own resources. But the quality of the activities should not be compromised.
- g. Any unavoidable circumstantial change in the program with respect to name of Project Coordinator, Venue and date for organizing FDP would mandatorily require prior approval of the Council. All such requests should be addressed to AICTE, in advance, recording the specific reasons for proposed changes, failing which the offer for the grant already issued would be treated as automatically withdrawn and the financial assistance released in favour of the beneficiary institution shall be refunded immediately to the Council. Kindly mention the File No. 34-67/144/FDC/FDP/P-1/2019-20 in your future correspondence.
- h. **Steering Committee/Project Monitoring Committee (PMC)** is required to be constituted at institutional level. The constitution of the PEC shall be as under:
 - (i) Principal/Director/Registrar of the institution (Chairperson).
 - (ii) Coordinator of the program (Member Secretary).
 - (iii) Two HoDs and one subject expert (members).

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The members of the said PMC shall not be below the rank of Associate Professor. A test shall be conducted by Project Monitoring Committee (PMC) at the end of the program and the certificates shall be issued to those participants who have attended the program and have qualified in the test. The minutes of the meetings along with PMC report, are to be submitted to the Council at end of the program along with other mandatory documents.





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Essentials of Successful Case Based Teaching

Registered Participants

(Date 6th September 21 to 20th September 21)

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Registered Participants

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S.NO.	Name of Participants	Institute	Email
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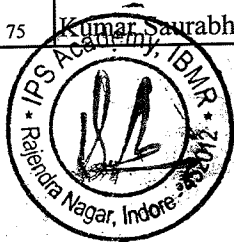
Essentials of Successful Case Based Teaching

Registered Participants

(Date 6th September 21 to 20th September 21)



S.NO.	Name of Participants	Institute	Email
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S.NO.	Name of Participants	Institute	Email
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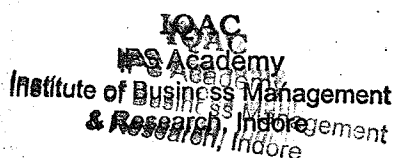


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S.NO.	Name of Participants	Institute	Email
100	Nikesh Tejram Gadare	Sipna College of Engineering and Technology, Aavati, Maharashtra	Nikesh.gadare@gmail.com
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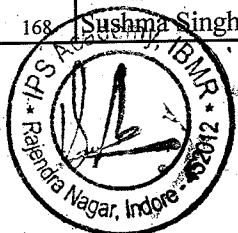


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Registered Participants

(Date 6th September 21 to 20th September 21)

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on

'Essentials of Successful Case Based Teaching'

6th SEPT 2021 -20th SEPT 2021

Session Report

Since case writing is one of the most popular pedagogical research opportunities which requires a focused observer and curator, hence the Institute of Business Management and Research (IBMR), IPS Academy is organizing this Faculty development Program on 'Essentials of Successful Case Based Teaching' to enlighten you all about how case writing helps in assisting research outputs, leading to supplement accreditation /rankings and triggers intellectual quotient.

Day 1: 6th Sept. 2021

Session 1: 09.00 to 11.00 AM

Resource Person: Dr. Mansi Kukreja, Associate Professor, IBMR, IPS Academy, Indore

Topic Covered: Insights on Case Based Teaching in Management

Summary: Ma'am started the session with discussion about the entire 2 Weeks online FDP. Case based teaching and learning process is the need of current times & we as management teachers need to differentiate ourselves & our students in terms of experiential learning. Ma'am also discussed that case based teaching & learning shall be incorporated in all the management domains, be it theory subjects or practical once. Ma'am concluded that not only the cases but along with dealing with case studies in the class, faculty members shall also motivate the students to learn from the immediate contemporary environment.

Day 1: 6th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: Dr. Swati Soni, Associate Professor, Jaipuria Institute of Management, Jaipur

Topic Covered: Case Based Teaching: Moving from Traditional to Modern Teaching Pedagogy

Summary: Ma'am initiated the session with a quote 'Remember that we in this Modern Era of Teaching & Learning Process are not the teachers rather we are the facilitator'. To move from traditional teaching to modern teaching, the role of teacher is to make the students active during the entire class. The active participation of the students in terms of group discussions, team work, mentoring other students will break the monotony and make the learning fun. Ma'am also introduced the concept of co-creation into teaching as the external environment is dynamic and the industry expectation from 21st century students is 'think creatively & act responsibility'. We as a teacher shall impart design thinking, group dynamism, and innovative problem solving approaches to our students to make them industry ready future managers.



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Day 1: 6th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: Dr. Swati Soni, Associate Professor, Jaipuria Institute of Management, Jaipur

Topic Covered: Case Based Teaching: Moving from Traditional to Modern Teaching Pedagogy

Summary: Ma'am has started the session with how to discuss the cases in classroom teaching. The session is a hands-on experience where in a case titled 'Tirumala Tirupati Devasthanams' is shared with the participants. A brief about the case is given to the participants and after that they were moved into the breakout rooms for the group discussion. This activity made the entire session interactive and discussion oriented. The piece of advice for the case based classroom teaching is : A good case does not have to be too long, A climate of discussion should be created in the class, Group discussion shall be motivated and Also hand holding to the students for developing the small cases from their immediate external environment.

Day 2: 7th Sept. 2021

Session 1: 09.00 to 11.00 PM

Resource Person: Dr. Nidhi Jhavar, Associate Professor, IBMR, IPS Academy, Indore

Topic Covered: National Education Policy 2020

Summary: In this session ma'am discussed education policy, its purpose and its key features. Education is the ability to make better choices, data science, machine learning, AI. Education policy must be innovative and adaptive, creative and multidisciplinary. New Education Policy imparts Social and Ethical knowledge. The further discussion was on the Changes brought by NEP 2020, i.e. 5+3+3+4 model of learning that include foundation stage, preparatory stage, middle stage, secondary stage respectively includes UG and PG Programs. NEP 2020 gives flexibility of choosing the subject. The policy assessment is multidimensional. Major reforms of Education 4.0 are taken in NEP 2020 about graduation and PG programs. New Education Policy has given privileges to students by offering scholarships. It is basically that Higher Education follows our passion.

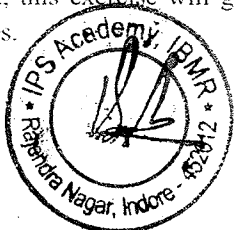
Day 2: 7th Sept. 2021

Session 2: 11.30 to 01.30 PM

Resource Person: Dr. Pooja S. Kushwaha, Associate Professor, Jaipuria Institute of Management, Jaipur

Topic Covered: Innovation & Foresights in Teaching

Summary: Ma'am started the session with great zeal and enthusiasm and asked the expectations of the participants out of these workshops. She discussed the need for learning, innovation in teaching, necessary ingredients for learning, strategies, etc. She emphasized the need for attention, commitment and passion towards the training approach and how a teacher/trainer can make it a unique experience for students. The students centric learning approach must incorporate: conducting environment, self reflection, research orientation, risk taking attitude, flipped classroom & most significant is understanding that the classroom is the platform of learning for all the students. She suggested that using small stories & cases in the classroom teaching will make the classroom teaching more students centric. She also emphasized on involving students in research work, this exercise will give them the experiential learning. The Entire session was full of real time examples.



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Day 2: 7th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: Dr. Karunesh Sexena, VC, Sangam University, Bhilwara, Rajasthan

Topic Covered: Handling Cases in Classroom Teaching

Summary: Sir has started the session with a beautiful PPT on learning & earning. He explained the entire path of handling the cases in classroom teaching. Sir has given a detailed description on executions of cases in the classroom. Sir has discussed the five stage model for effective case analysis and the stages are Framing, Labeling, Summarizing, Synthesizing & Concluding. Sir explained that key to good case analysis is to break down the case facts into a clear, understandable & useful form. The session has ended with a discussion & final tips of solving the cases in the class are provided by Karunesh Sir.

Day 3: 8th Sept. 2021

Session 1: 09.30 to 11.00 AM

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

Topic Covered: Case Writing Techniques in Finance

Summary: Sir started the session explaining the process of writing a case in the finance domain. He started explaining the process with 25 essential points while writing a case. A case length shall be between 3 to 8 page and shall be delivered in 90 mi class. He showcased some of his research work and then linked the steps with the cases for the better understanding. Out of 25 steps of writing the case he explained 13 steps in this session. He also clarified the common mistakes made by researchers, which leads to rejection of case study.

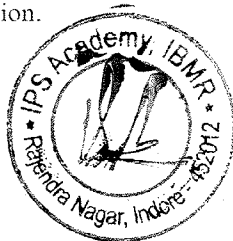
Day 3: 8th Sept. 2021

Session 2: 11.30 to 01.00 PM

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

Topic Covered: Case Writing Techniques in Finance

Summary: In extension to the previous session, sir discussed the steps of writing the case from 14 to 25. Further he explained the entire check list that will provide assistance to first time case writers. In this session the difference between primary case and secondary case is very well explained & what all important points to be taken care in both the writing is explained. The lucid discussion motivated the participants to involve into the discussion with sir and sir suggested the topics on which cases can be written however, every situation is unique in some or the other way when it comes to writing a case, is the ultimate take home from the entire session.



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Day 3: 8th Sept. 2021

Session 3: 02.00 to 03.30 PM

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

Topic Covered: Case Writing Techniques in Finance

Summary: Sir started the session on how the teaching notes will be prepared once the case is written. The teaching note of a case shall be prepared in defined format & the defined format is also shared during the session. Teaching notes of a case also provide an aid to the instructor while dealing with case during the class. The entire session was based on the discussion & participants' queries were very well answered by the sir. He also suggested various case studies which may provide guidance in writing cases of different topics of account & finance.

Day 4: 9th Sept. 2021

Session 1: 09.30 to 11.00 AM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur.

Topic Covered: Case Based Teaching Methodology Marketing

Summary: Dr. Smriti started the session explaining about the importance of case and its analysis, teaching tools and strategy used to select the case study for learner in the Marketing domain. She explained the key learning objective, what should be the focus of case, the data used to analyse the case, controversies faced during case analysis, ideal length of case, learning from case emotional link and engagement with the case. Further she also explained case difficulty cube, video cases, approaches used in case teaching so, that key learning objective can be achieved.

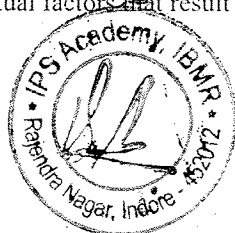
Day 4: 9th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur.

Topic Covered: Case Based Teaching Methodology Marketing

Summary: In extension to the previous session, Mam further discussed in second session how to encourage participation in case for learning, what should be the effective role of case instructor, asking the right question so, that the anatomy of case should rotate among who, what, why, when, where and how, tips considered while case teaching, role of case analyzer i.e. reading the case effectively and creating the proper meaning so, that case analyzer can go for advance discussion and give contribution for collective understanding of the case. The analysis of question and issues that are asked in case study which will help to recognize some contextual factors that result in limiting and narrowing the analysis.



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Day 4: 9th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur.

Topic Covered: Case Based Teaching Methodology Marketing

Summary: The Third session started with the steps considered for analysis of cases ,online case teaching pedagogy should involve clarity, engagement and accountability , how to write case analysis report and use of SCHEMES(shape, case, helpers, equipment, materials, expertise system) mnemonic to check that the comprehensiveness of plan, possible marketing models like Porter's 5 forces models, RACE planning framework ,kotler's five product levels, consumer decision making process, consumer perception and cognition process at last the session ended with case analysis of The Apt App case discussion with participants.

Day 5: 11th Sept. 2021

Session 1: 09.30 to 11.00 AM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur.

Topic Covered: Case Writing Techniques in Marketing

Summary: Resource person started day 5 session first explaining the process of writing a case in the Marketing domain. She started explaining the linear and non linear structure of the case, content presentation of the case configuring, how case writing process replete with facts and information but they aren't shape into single truth. She also discussed case writing and the purpose of case writing as teaching vehicle for building reservoir of subject knowledge and developing analytical skills, the strategy behind developing the case so, that to fill the gap of new course ,revised course and replace oldie but goody.

Day 5: 11th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur.

Topic Covered: Case Writing Techniques in Marketing

Summary. In extension to the previous session, Mam further discussed in second session that Is the case writing is an art and science,what should be the idle length of the case with content of case which should include significant business issues, resolution and actions, availability of sufficient information to give proper conclusion with involvement of student and end with some learning process. Further she also discussed methods of case writing such as field research cases, disk research cases, armchair cases. The proper case should cover all the essentials of case structure.



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Day 5: 11th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur.

Topic Covered: Case Writing Techniques in Marketing

Summary: Mam started the session on how the teaching notes will be prepared once the case is written. The teaching note of a case shall be prepared in defined format & the defined format is also shared during the session. Teaching notes of a case also provide an aid to the instructor while dealing with case during the class. The entire session was based on the discussion & participants' queries were very well answered by the Mam. She also suggested various case studies which may provide guidance in writing cases of different topics of Marketing. The lucid discussion motivated the participants to involve into the discussion with mam and she suggested the topics on which cases can be written however, every situation is unique in some or the other way when it comes to writing a case, is the ultimate take home from the entire session.

Day 6: 13th Sept. 2021

Session 1: 09.30 to 11.00 AM

Resource Person: Dr Sonia. Mehrotra ,Professor & Head – Centre of Excellence for Case Development, S.P. Mandalis' Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore

Topic Covered: Case Based Teaching Methodology in HR

Summary: Dr. Sonia started the session explaining about the importance of case and its analysis, teaching tools and strategy used to select the case study for learner in HR domain. She explained the foundation of experiential learning pedagogies, constructive learning theory which support multiple perspective or interpretation of reality, knowledge construction and context rich experience based activities, what should be the focus of case, the data used to analyze the case controversies faced during case analysis.

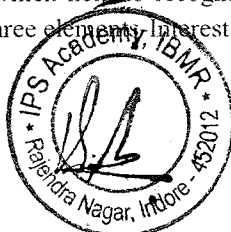
Day 6: 13th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: : Dr Sonia. Mehrotra , Professor & Head – Centre of Excellence for Case Development, S.P. Mandalis' Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore

Topic Covered: Case Based Teaching Methodology in HR

Summary: In extension to the previous session, Mam discussed about the case methodology as an experiential learning pedagogy how case analyzer can go for advance discussion and give contribution for collective understanding of the case by taking reasonable assumption. The analysis of question and issues that are asked in case study which help to recognize some contextual factors that will limit and narrow the analysis to the extent of three elements, Interest, Interact and Inclusion.



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Day 6: 13th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: : Dr Sonia. Mehrotra , Professor & Head – Centre of Excellence for Case Development, S.P. Mandalis' Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore

Topic Covered: Case Based Teaching Methodology in HR

Summary: The Third session started with the steps considered for analysis of cases, online case teaching pedagogy should involve clarity, engagement and accountability .She discussed the need for learning, innovation in teaching, necessary conceptual approach for learning and following strategies. She emphasized the need for attention, commitment and passion towards the training approach and how a case analyzer can make it a unique experience for students. The student's should be focused towards learning approach must incorporate: conducting environment, self reflection, research orientation, risk taking attitude, flipped classroom & most significant is understanding that the classroom is the platform of learning for all the students. She suggested that using small stories & cases in the classroom teaching will make the classroom teaching more students centric. She also emphasized on involving students in research work, this exercise will give them the experiential learning. The Entire session was full of real time examples.

Day 7: 14th Sept. 2021

Session 1: 09.30 to 11.30 AM

Resource Person: Dr. Sonia Mehrotra, Professor & Head – Centre of Excellence for Case Development, S.P. Mandalis' Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore.

Topic Covered: Case Based writing Methodology in HR

Summary: Dr. Sonia started the session explaining about the benefits of case writing. She also discussed that how cases are having weightage to the accreditation. Before case writing it is important to define the audience. Learning objective should be clear for case teaching so that we can teach the practical corporate world. She mentioned that Case studies are the first reference document decision-makers turn to when researching a new product. For prospects, case studies are an effective way to identify potential solutions that may address their requirements.

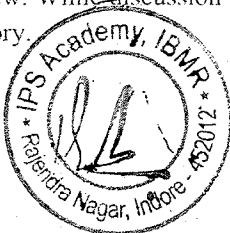
Day 7: 14th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: Dr. Sonia Mehrotra, Professor & Head – Centre of Excellence for Case Development, S.P. Mandalis' Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore.

Topic Covered: Case Based writing Methodology in HR

Summary: In continuation to the first session ma'am through some light on action-based case, problem solving, situation specific, generalization etc. In this session preparation for conducting the interviews for case development is discussed. Dr. Sonia also mentioned that listening and understanding is also important for conducting the interview. While discussion we can find the case issue: She also emphasized that Case should be an interesting story.



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Day 7: 14th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: Dr. Sonia Mehrotra, Professor & Head – Centre of Excellence for Case Development, S.P. Mandalis' Prin. L.N. Welingkar Institute of Management Development and Research, Bangalore.

Topic Covered: Case Based writing Methodology in HR

Summary: In third session Dr. Sonia ma'am mentioned that case should be clear and easy to read and jargons can be avoided. She discussed that while writing case we should cover introduction, background, business model and external environment. She mentioned that title should be catchy and there should be teaching note for the case developed. Now a day's new format in cases like blended content pod cases multimedia cases are there.

Day 8: 15th Sept. 2021

Session 1: 09.30 to 11.30 AM

Resource Person: Mr. Ketan Gandhi, CEO KgGuruji.com

Topic Covered: Start Up Stories in Context to Real time Cases.

Summary: Mr. Gandhi started his session with why to document startup stories and how to transform the student's perception from job taker to job giver. He also discussed that there are three categories of founder like walker, sprinter and marathoner. He also mentioned that number of unicorns is increasing in India. If we document the stories of the startups in India than we can motivate our students by telling them their stories. He talked the myths about startups and growth and failure of startups.

Day 8: 15th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: Mr. Ketan Gandhi, CEO KgGuruji.com

Topic Covered: Start Up Stories in Context to Real time Cases.

Summary: In second session Mr. Gandhi said that we should write case according to the bloom's taxonomy. First, we should work on case structure then case data source mentioned by sir. He said that how to prepare for the interview for startup cases. There should be story in question. There should be some value addition in the students while going through cases mentioned by Mr. Gandhi.

Day 8: 15th Sept. 2021

Session 3: 01.30 to 03.00 PM

Resource Person: Mr. Ketan Gandhi, CEO KgGuruji.com

Topic Covered: Start Up Stories in Context to Real time Cases.

Summary: In the final session Mr. Gandhi discussed the case- "Q UP- Health Tech Startup". He elaborates that first we should write the introduction regarding the startup that how the company actually came into existence. After introduction we can write about the sector in India in which company is dealing. He mentioned that we can write the entrepreneurial journey of the founder. At last sir discussed the Q-up case with the participants.



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Day 8: 15th Sept. 2021

Session 4: 03.00 to 05.30 PM

Resource Person: Dr. K.C. Modak, Associate Professor, IBMR, IPS Academy

Topic Covered: Blended Learning in Light of NEP 2020

Summary: Dr. Kali Charan started the discussion with the importance of outcome-based education. He said that Outcome-based education (OBE) is a student-centered instruction model that focuses on measuring student performance through outcomes. He mentioned that there are three main parameters called Programme Outcome, Course Outcome and Learning Outcome. He elaborated that Mapping of Course Outcome Unit-wise with Programme Outcome is important and rubrics is to be prepared according to that.

Day 9: 16th Sept. 2021

Session 1: 09.30 to 11.30 AM

Resource Person: Dr. Yogesh Upadhyay, Dean Faculty of Management, Jiwaji University, Gwalior (M.P.)

Topic Covered: Attaining Sustainable Competitive Advantage via Technological Innovation

Summary: Dr. Yogesh started the session discussing about sustainable company and given the example of General Electric that how the company able to manage the huge growth for three decades. Sir also discussed about value creator company. Sir discussed about industrial revolution in all across the globe. Dr. Yogesh said that entrepreneurship can be taught in the classroom. Sir discussed about various companies like Starbucks RXR realty, Marcus-by Goldman Sachs and Petrosea.

Day 9: 16th Sept. 2021

Session 2: 11.30 to 01.00 PM

Resource Person: Dr. Yogesh Upadhyay, Faculty of Management, Jiwaji University, Gwalior (M.P.)

Topic Covered: Attaining Sustainable Competitive Advantage via Technological Innovation

Summary: in the second session sir discussed about Social media and said that in social media both can participate. Now a day's social media marketing is very powerful and social media is integrated with ERP and CRM said by sir. In the session Dr. Yogesh designed one campaign in Facebook and given hands on experience to the participants. Sir discussed about awareness matrix, engagement matrix.

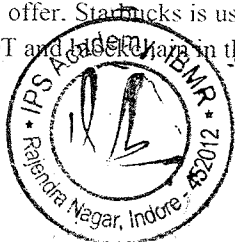
Day 9: 16th Sept. 2021

Session 3: 02.00 to 03.30 PM

Resource Person: Dr. Yogesh Upadhyay, Faculty of Management, Jiwaji University, Gwalior (M.P.)

Topic Covered: Attaining Sustainable Competitive Advantage via Technological Innovation

Summary: In this session Dr. Yogesh Discussed the Case study of Starbucks Café that how AI and data is becoming core business of Starbucks Café. The way Starbucks uses data and modern technology for competitive advantage is instructive for all business regardless of size. Sir also discussed how Starbucks target with personalized promotional offer. Starbucks is using reinforcement learning technology. Sir also mentioned that Starbucks is using IOT and Blockchain in their business.



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Day 10: 17th September 2021

Session 1: 9:30 AM to 11:00 AM

Resource Person: Mr. Devang Patel, Life Coach, Mentor and Consultant

Topic Covered: Resourceful Teaching in Dynamic Management Environment

Summary: The resource person started session with the address about importance of using cases under the classroom pedagogies. He further added about the qualities of a good teacher and the importance of bringing day to day observations of external environment into the classrooms. Also, at a very fundamental level, the teachers along with the institution should try to bridge the industry-academia gap by discussion on real-time cases, he added.

Day 10: 17th September 2021

Session 2: 11:30 AM to 1:00 PM

Resource Person: Mr. Devang Patel, Life Coach, Mentor and Consultant

Topic Covered: Resourceful Teaching in Dynamic Management Environment

Summary: In his second session he continued with further sharing of his thoughts on the role of teacher should be the creator of context and experiences. He also gave some tips to the teaching fraternity to stay self-motivated in these unprecedented times. He divulged further by saying that, teachers should find out some activities or cases and use them as a component for enhancing student engagement in the class.

Day 10: 17th September 2021

Session 3: 02:00 PM to 3:30 PM

Resource Person: Mr. Devang Patel, Life Coach, Mentor and Consultant

Topic Covered: Resourceful Teaching in Dynamic Management Environment

Summary: Mr. Patel started session 3 with playing videos on various topics related to techniques on improving class room teaching. He also emphasized on the teachers should become co-learners with students and carry the entire learning process in the most engaging way. He showed many real time videos and cases for the over-all enrichment of the session.



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Day 11: 18th September 2021

Session 1: 9:30 AM to 11:00 AM

Resource Person: Dr. Smriti Verma, Assistant General Manager, Branding and Marketing, Innovinc Services, Nagpur

Topic Covered: A Road Map to Case Publishing

Summary: Dr. Smriti Verma started session with enlightening the participants with the right ways and road map to choose right journal for publishing after finishing research paper writing. She emphasized on checking the specific publication requirements of the particular journal before submitting. As each journal may have different and peculiar submission guidelines and requirements. She laid large importance on writing a journal in the most correct grammar and linguistic parameters. She further shares the information on the difference between research focused cases and classroom teaching based cases. She also talked up on components of case studies for teaching and research purposes. She also revealed the significance of making teaching notes with every case study. The session ended with an enhanced knowledge about right publishing techniques for case studies.

Day 11: 18th September 2021

Session 2: 11:30 AM to 01:00 PM

Resource Person: Dr. Karunesh Saxena, Vice - Chancellor, Sangam University, Bhilwada, Rajasthan.

Topic Covered: Case Publishing Techniques

Summary: Dr. Karunesh Saxena was the resource person of this session. He started his session with brief and short story on how to become good mentors for students. He shared his insights on the various journals for case studies publication of national and international repute. He also emphasized on adopting inclusive approach by taking students into writing and publishing cases as well. In order to enhance the environment and level of research in the classroom and in Indian education system, the contribution of students need to be increased multi-folds, he added further.

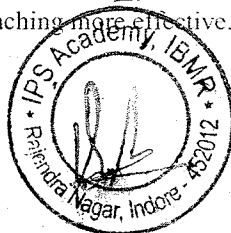
Day 11: 18th September 2021

Session 3: 2:00 PM to 03:30 PM

Resource Person: Dr. Prateek Maheshwari, Assistant Professor, IIFT, New Delhi

Topic Covered: Importance and Strategies for Staying Updated with Developments in Teaching in Management Discipline

Summary: The resource person of the session, Dr. Prateek Maheshwari begun the session by depicting the other side of case base teaching scenario in these unprecedented times, when classes are running on virtual mode in most of the institutions. He shared his views on the effectiveness of case-based teaching during online classes. He said that the engagement of students while discussing cases specially is little lesser and struggling for the teachers. He emphasized on using simpler and video cases rather than going for big case studies in the classrooms. Also, the teachers should use flipped classrooms for staying updated in this scenario in order to make teaching more effective.



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Day 12: 20th September 2021

Session 1: 9.00 AM to 10:30 AM

Resource Person: Mr. Brajendra Nandan Das, Spiritual Mentor and Life Coach - Hare Krishna Movement, Mumbai

Topic Covered: Essence of spirituality in Management

Summary: Mr. Brajendra Nandan started session with prayer and meditation. Further, he shared the importance of meditation in our daily personal and professional lives. He also laid emphasis on following routine for the successful and happy life. Meditation can make our life more systematic and organized. He shared his wisdom and management learnings from Bhagwad Gita. Towards the end of the session, he divulged about attaining work-life balance with the power of these learnings.

Day 12: 20th September 2021

Session 2: 11.00 AM to 1:30 PM

Resource Person: Dr. V.S.Kushwaha, Director, IBMR, IPS Academy

Topic Covered: Real Time Cases in Context to Technology Transformation

Summary: Sir started his session by discussing IOT in current scenario. Sir discussed the various smart devices like smart roti maker Rotimatic, Jet steam machine and smart refrigerator which run on IOT platform. Sir mentioned that now a day's educators and learners are also using IOT. This can be used in virtual lab for dissection of animals. Sir said that we should know the risk which is associated with IOT. The entire session was based on real time examples in Technology Transformation in all the Domains of Management.

Day 12: 20th September 2021

Session 3: 2.00 PM to 4:30 PM

Resource Person: Dr. Deepti Shastri Gupta, Associate Professor, IBMR, IPS Academy, Indore

Topic Covered: Innovations in Teaching Techniques

Summary: Ma'am started her session with great zeal and enthusiasm and showcased some of the live videos to explain the relevance of innovation in Teaching. She discussed the need for Learning's, Innovation in teaching, necessary ingredients for learning, strategies, etc. She emphasized need for attention, commitment and passion towards Training Approach and how a Teacher/Trainer can make it a unique experience for students. She suggested to use story telling as an important technique to carry discussions in class.

The session was followed by the assessment test briefing and summarizing 2 weeks Faculty development Program on 'Essentials of Successful Case Based Teaching' and throw light on how it would enlighten the participants in case writing, assisting research outputs, leading to supplement accreditation /rankings and triggers intellectual quotient. At last the Program ended with Valedictory ceremony by Program Chair Dr. V.S. Kushwaha (Director IBMR, IPS Academy, Indore), Program coordinators Dr. Mansi kukreja, Dr. Kali Charan Modak, Dr. Nidhi Jhawar & Dr. Deepti Shastri Gupta.



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AICTE Sponsored Online Faculty Development Program
on
'Essentials of Successful Case Based Teaching'
6th to 20th SEPT 2021

Day 1

Participants (171)

Participant Name	Status
AMAND KUMAR (Co-Host)	On
EDP IBMR (Host)	On
EDP IBMR (Co-Host)	On
Abraham Rajan (Guest)	On
Anamika Chaturvedi (Guest)	On
anand prakash (Guest)	On
ADARSH KASHYAP (Guest)	On
Aparna Mishra (Guest)	On
BHASKAR SHARMA (GUEST)	On
Debanwita Chakraverty (Guest)	On
Carolina Gupta (Guest)	On
Shruti Verma (Guest)	On
Dr. Gagan Singh	On

Participants (151)

Waiting Room (3)

Joined (151)

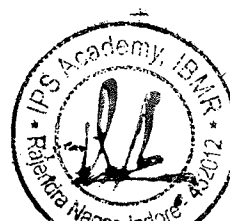
Participant Name	Status
AMAND KUMAR (Co-Host)	On
EDP IBMR (Host)	On
EDP IBMR (Co-Host)	On
Abraham Rajan (Guest)	On
Anamika Chaturvedi (Guest)	On
anand prakash (Guest)	On
ADARSH KASHYAP (Guest)	On
Aparna Mishra (Guest)	On

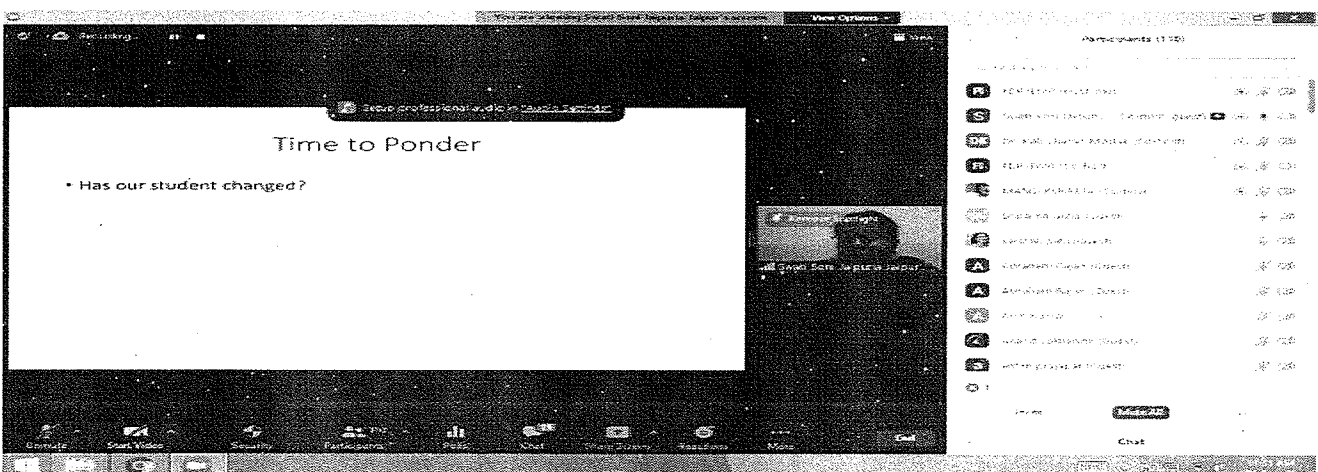
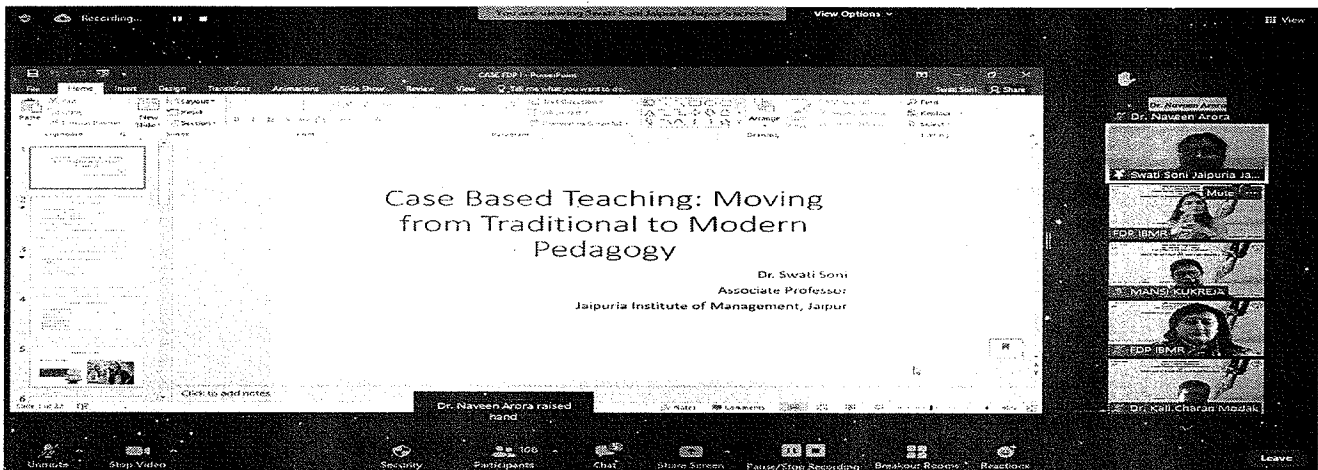
Participants (151)

Waiting Room (1)

Joined (151)

Participant Name	Status
AMAND KUMAR (Co-Host)	On
EDP IBMR (Host)	On
EDP IBMR (Co-Host)	On
Abraham Rajan (Guest)	On
Anamika Chaturvedi (Guest)	On
anand prakash (Guest)	On
ADARSH KASHYAP (Guest)	On
Aparna Mishra (Guest)	On
BHASKAR SHARMA (GUEST)	On
Debanwita Chakraverty (Guest)	On







Zoom Meeting

Recording... Setup professional audio in "Audio Settings"

Sanju Mahawar Suraj Sharma Deepak Shahakar Dr. LALGOAL

Swati Soni Jaipuria Jaipur Sripama Guha

Participants (116)

Find a participant

- FDP IBMR (Host, me)
- Swati Soni Jaipuria Jaipur (Co-host, guest)
- Dr. Kali Charan Modak (Co-host)
- Mirza Rafathulla Baig (Guest)
- Sripama Guha (Guest)
- S/VIII/Subhayukta B (Guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Akshaya R 12 A2 (Guest)
- Amit Kumar
- Anamika Chaturvedi (Guest)
- Anand Lokhande (Guest)
- Antim Pralapad (Guest)

Invite Mute All

Chat

Zoom Meeting

Recording... Mukta Chavan BHUVANESWAR...

Mukta Chavan BHUVANESWAR GO... Abraham Rajan

Swati Soni Jaipuria Jaipur

Participants (88)

Find a participant

- FDP IBMR (Host, me)
- Swati Soni Jaipuria Jaipur (Guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Antim Pralapad (Guest)
- Aravind Maddali (Guest)
- Astha Sharma (Guest)
- SABITA ALHAT (Guest)
- Bharti Malukani (Guest)
- Bhavana Reddy (Guest)
- Bhavana Sharma (Guest)
- BHUVANESWAR GOWTHAMAN (Guest)
- Daphne Fernandes (Guest)
- Debanjalee Chakraverty (Guest)

Invite Mute All

Zoom Meeting

Recording... Dr. Safia Binte O... FDP IBMR

Swati Soni Jaipuria Jaipur Dr. Safia Binte Omar FDP IBMR Anand Lokhande Krishna Soujanya

Bhuvaneshwari G Suresh Jasinghani Sushant Yadav Tripti Shrivastava Veena Rathi K

Lakshminarayana K Kalyani Waghchaure Dr. Gagan Bhat Aravind Maddali Dr. Sonali Sandipta Sati

P.Thamaraiselvi Rappanashankar Bhavana Reddy FDP@123

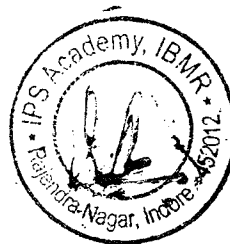
Revathi Lalitha Dr. Noor Alam Khan Bharti Malukani Dr. Barkha Agrawal Udayan Kamthok

Participants (98)

Find a participant

- FDP IBMR (Host, me)
- Swati Soni Jaipuria Jaipur (Co-host, guest)
- Dr. Safia Binte Omar (Guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Akshaya Hulawale (Guest)
- Anand Lokhande (Guest)
- Aravind Maddali (Guest)
- Astha Sharma (Guest)
- ASWANI LAMIDI (Guest)
- Bhavna Malukani (Guest)
- SABITA ALHAT (Guest)
- Bharti Malukani (Guest)
- Bhavana Reddy (Guest)

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Day 2

Participants (99)

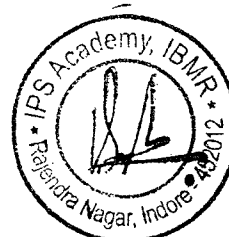
Name	Role	Status
FDP IBMR (Co-host, me)	Co-host	On
FDP IBMR (Host)	Host	On
MANASI KUKREJA (Co-host)	Co-host	On
Dr. Kail Charan Mudak (Co-host)	Co-host	On
Abraham Rajan (Guest)	Guest	On
Abraham Rajan (Guest)	Guest	On
Akshaya R. 12 A2 (Guest)	Guest	On
ANIKUTA JAWAJALA (Guest)	Guest	On
Anamika Chaturvedi (Guest)	Guest	On
anilraj prajapat (Guest)	Guest	On
ASWINI MAMIDI (Guest)	Guest	On
SARITA ALHAT (Guest)	Guest	On
Bhavana Joshi (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On

Participants (101)

Name	Role	Status
FDP IBMR (Co-host, me)	Co-host	On
FDP IBMR (Host)	Host	On
Dr. Kail Charan Mudak (Co-host)	Co-host	On
MANASI KUKREJA (Co-host)	Co-host	On
Abraham Rajan (Guest)	Guest	On
Abraham Rajan (Guest)	Guest	On
Akshaya R. 12 A2 (Guest)	Guest	On
ANIKUTA JAWAJALA (Guest)	Guest	On
Anamika Chaturvedi (Guest)	Guest	On
anilraj prajapat (Guest)	Guest	On
ASWINI MAMIDI (Guest)	Guest	On
SARITA ALHAT (Guest)	Guest	On
Bhavana Joshi (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On

Participants (100)

Name	Role	Status
FDP IBMR (Co-host, me)	Co-host	On
FDP IBMR (Host)	Host	On
Dr. Kail Charan Mudak (Co-host)	Co-host	On
MANASI KUKREJA (Co-host)	Co-host	On
Abraham Rajan (Guest)	Guest	On
Abraham Rajan (Guest)	Guest	On
Akshaya R. 12 A2 (Guest)	Guest	On
ANIKUTA JAWAJALA (Guest)	Guest	On
Anamika Chaturvedi (Guest)	Guest	On
anilraj prajapat (Guest)	Guest	On
ASWINI MAMIDI (Guest)	Guest	On
SARITA ALHAT (Guest)	Guest	On
Bhavana Joshi (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On
Bhavana Sharma (Guest)	Guest	On





Participants (102)

Participant Name	Role
FDP IBMR (Co-host, me)	Co-host
FDP IBMR (Host)	Host
Dr. Kall Charan Modak (Co-host)	Co-host
Abraham Rajan (Guest)	Guest
Anamika Chaturvedi (Guest)	Guest
anin prajapat (Guest)	Guest
ASWINI MAMIDI (Guest)	Guest
SABITA ALHAT (Guest)	Guest
Shari Malukani (Guest)	Guest
Rhavana Joshi (Guest)	Guest
Rhavana Sharma (Guest)	Guest
Daphne Fernandes (Guest)	Guest
Darshan Kalasua (Guest)	Guest

Mindset

- The teacher sets the tone of the class from the very first day of the class.

FOR YOU

Participants (93)

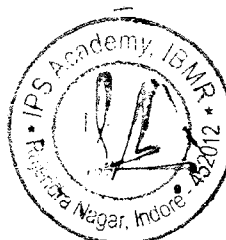
Participant Name	Role
FDP IBMR (I host, me)	Host
Pooja Kushwaha (Co-host, guest)	Co-host
Dr. Jaya Jaisinghani	Guest
Suraj Sharma (Guest)	Guest
Abraham Rajan (Guest)	Guest
Anamika Chaturvedi (Guest)	Guest
anin prajapat (Guest)	Guest
Ashita Sharma (Guest)	Guest
ASWINI MAMIDI (Guest)	Guest
SABITA ALHAT (Guest)	Guest
Shari Malukani (Guest)	Guest
Rhavana Joshi (Guest)	Guest
Rhavana Sharma (Guest)	Guest

From Aristotle Modelli to Everyone

Thank you Madam, for really helpful and experiencing learning for me.

Participants

Participant Name	Role
Dr. Ananta Neeha	Guest
Suraj Sharma	Guest
Dr. Jaya Jaisinghani	Guest
Triveni P	Guest
Subhanshi Vishwak	Guest
Dr. Kiran Kakade	Guest





Zoom Meeting

Recording... LIVE on YouTube

Participants (77)

Find a participant

Dr. BHUVANES...
Karunesh Saxena
Dr. BHUVANESWARI GO...
FDP IBMR
Dr. Aftab Alam
Dr. ILANGO V
M A Nayeem
Gagan Dhad
M A Nayeem
Triveni P
Dr. Kiran Kakade
Sargu Mahawar
n kulshrestha
Abraham Rajan
Karan Sabharwal
Kiran Kale
Dr. Mohan Kumar
Toshni Talla
Dr. Manisha Singh
Judith Gomez
Anamika Chaturvedi
Dr. Atul Kumar
Ravathi Lalitha
Deepak Shahakar
Shanti Malukani
Vishwanath Havalappagol
Kumkum Sinha

Participants (77)

Find a participant

FDP IBMR (lost, me)
Karunesh Saxena (Co-host, guest)
Abraham Rajan (Guest)
Anamika Chaturvedi (Guest)
Aisha sharma (Guest)
Shanti Malukani (Guest)
Bhavina Joshi (Guest)
Daphne Fernandes (Guest)
Darshan Kalasua (Guest)
Debdutta sen (Guest)
Deepak Shahakar (Guest)
divya reddy (Guest)
Dr Aftab Alam (Guest)
Dr Manisha Singh (Guest)

Invite Mute All

Zoom Meeting

Recording... LIVE on YouTube

View Options

Participants (86)

Find a participant

Model for Effective Case Analysis

Case Analysis Process

1. Problem 2. Analysis 3. Synthesis 4. Evaluation 5. Conclusion

The key to good case analysis is to break down the case facts into a clear, understandable and useful form.

Participants (86)

Find a participant

FDP IBMR (lost, me)
Karunesh Saxena (Co-host, guest)
Abraham Rajan (Guest)
Anamika Chaturvedi (Guest)
Barkha Aggarwal
Shanti Malukani (Guest)
Bhavina Joshi (Guest)
Daphne Fernandes (Guest)
Darshan Kalasua (Guest)
Debdutta sen (Guest)
Deepak Shahakar (Guest)
divya reddy (Guest)
Dr Aftab Alam (Guest)
Dr Manisha Singh (Guest)

Invite Mute All

Zoom Meeting

Recording... LIVE on YouTube

Participants (95)

Find a participant

Suraj Sharma
Dr. BHUVANES...
Dr. Kiran Kakade
Sargu Mahawar
Karunesh Saxena
Sunny Jaisinghani
FDP IBMR
Dr. Jaya Jaisinghani

Participants (95)

Find a participant

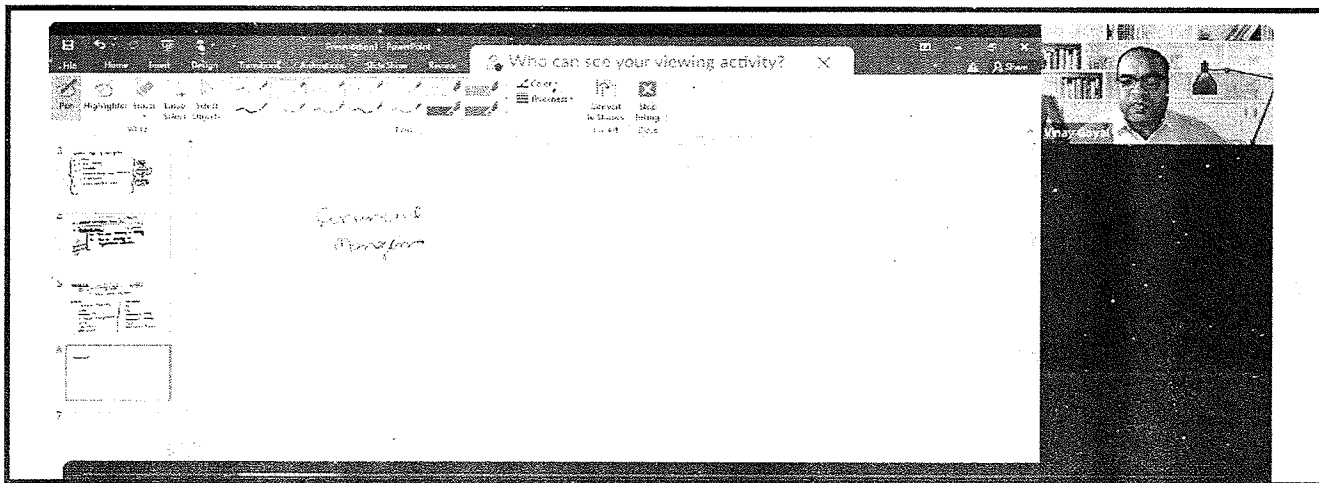
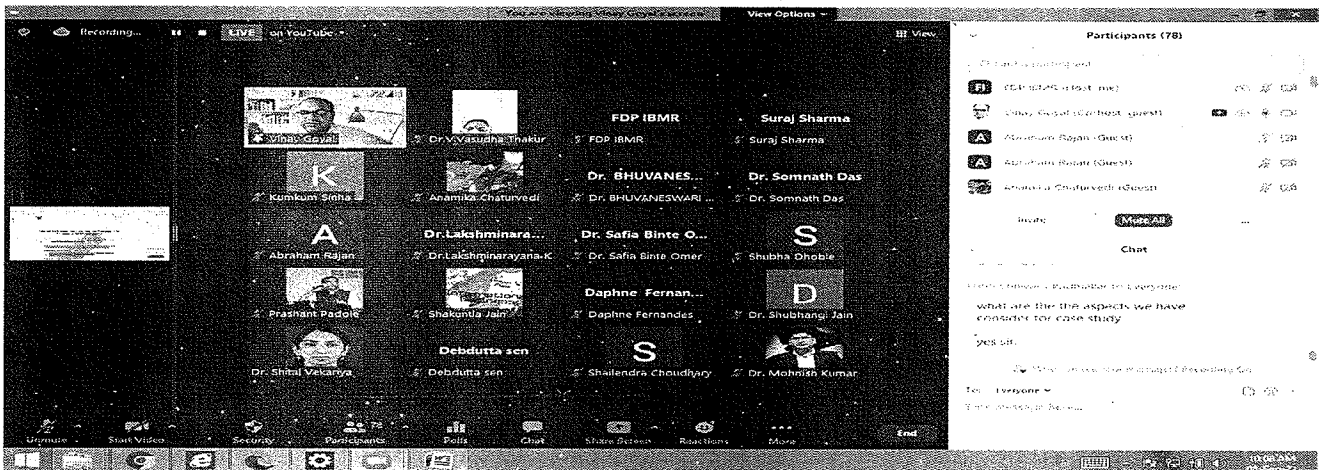
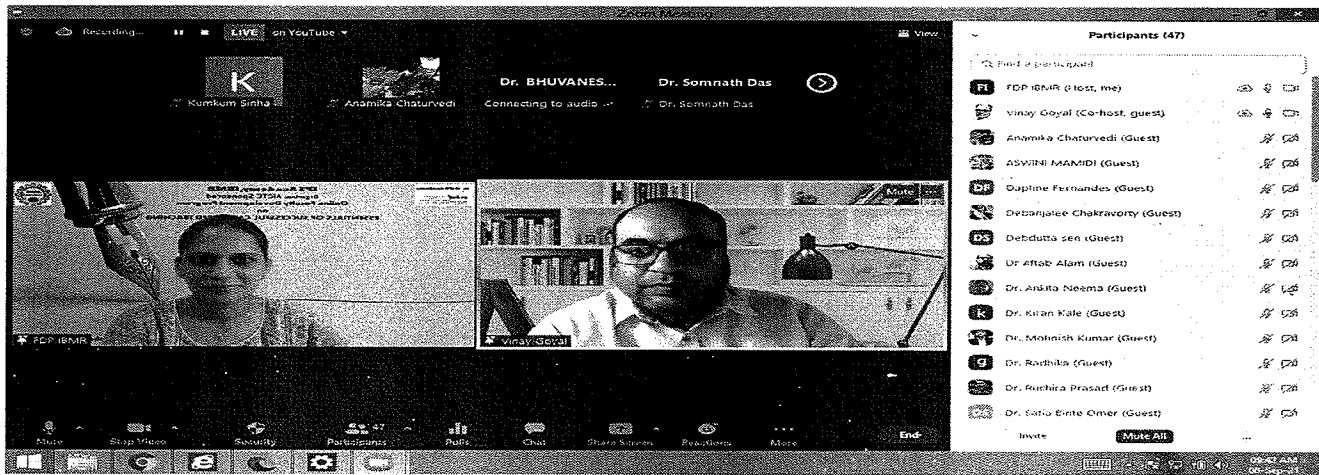
Dr. Atul Kumar (Guest)
Dr. BHUVANESWARI GOVINDARAJAN (Guest)
Dr. ILANGO V (Guest)
Dr. Jaya Jaisinghani
Dr. Kiran Kakade (Guest)
Dr. Mohan Kumar (Guest)
Dr. Naveen Arora (Guest)
Dr. Nigur Alam Khan (Guest)
Dr. Radhika (Guest)
Dr. Richa Prasad (Guest)
Dr. Saba Raza (Guest)
Dr. Neelbhang Jain (Guest)
Dr. Shyamini Gowtham (Guest)
Dr. Sannath Day (Guest)

Invite Mute All





Day 3





Zoom Meeting: Two Weeks Online FDP on Essentials of Success... - Shared screen with speaker view

Download (3 files)

Who can see your viewing activity?

14. What are the standard components of a case study?

- **OPENING PARAGRAPH** (The opening paragraph should state dramatically the issue under problem). See Question 25.
- **BACKGROUND/CONTEXT** (See time, for case when, for industry). See Question 25.
- **CASE STORY**
- **CONCLUSION** (optional: focuses decision point, suggests options and recommendations, etc.)

15. How long should a case be?

- is it discussable in one class period? Can a student be reasonably expected to prepare it in one evening?
- can it be "full story" with one case?

16. Should you revise a case after it has been taught?

- pay attention to areas where discussion was weak or thin, where students don't seem to have enough data.
- pay attention for "red herrings" which led the discussion of on unproductive tangents.
- watch for factual errors and problems with clarity.

17. What are the most common pitfalls of case development?

Chat Messages

Srinivasa Padmakar 28:52

sir very good morning to all my dear course coordinators, Conveners,admins andy dear co.participants. This is Dr Srinivasa Padmakar Sivalanka Associate Professor Keshav Memorial Institute of Commerce and Sciences Narayanaguda Hyderabad Telangana India.

Srinivasa Padmakar 32:57

very good morning sir, please demonstrate the analysis of case study step by step dir

Recording... LIVE on YouTube

Participants (86)

- FDP IBMR (host, m)
- Vinay ... (Co-host, guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Anamika Chaturvedi (Guest)
- Anand (Guest)
- anish prajapati (Guest)
- Arunod Modali (Guest)
- Ayush Mahan (Guest)
- BABITA ALHAT (Guest)
- Daphne Fernandes (Guest)
- Darshan Kalasani (Guest)
- Debanjali Chakravarty (Guest)

Chat

Zoom Meeting: Two Weeks Online FDP on Essentials of Success... - Shared screen with speaker view

Download (3 files)

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Exhibit 1 Alpha Corporation: Consolidated Statements of Cash Flows (\$ millions)

	Year Ended June 30,		
	1991	1990	1989
Operating Activities			
Cash from continuing operations	\$177.9	\$121.5	\$120.6
Disposals	168.4	230.1	202.9
Amortization of capitalized software	41.4	58.2	25.1
Gain from sale of investments and other assets	(116.6)	(115.0)	—
Restructuring and other charges to income	135.5	394.1	124.3
Changes in other accounts affecting operations	166.8	73.4	(41.7)
Accounts receivable	80.2	100.0	(24.2)
Other current assets	17.0	(1.2)	(12.2)
Accounts payable and other current liabilities	(97.3)	(21.2)	41.0
Other	2.8	34.1	(10.1)
Net cash provided by continuing operations	120.3	55.5	25.5
Net cash provided by discontinued operations	4.9	3.5	(22.7)
Net cash provided by operating activities	125.2	59.0	2.8
Investing Activities			
Investment in depreciable assets	(125.7)	(174.4)	(352.4)
Proceeds from disposal of noncurrent and other assets	107.0	241.0	62.1
Proceeds from the sale of discontinued operations	23.3	40.3	—
Net cash from investing activities	(75.4)	(153.1)	(289.3)
Other	(8.6)	(13.0)	(4.2)

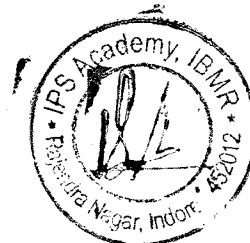
Chat Messages

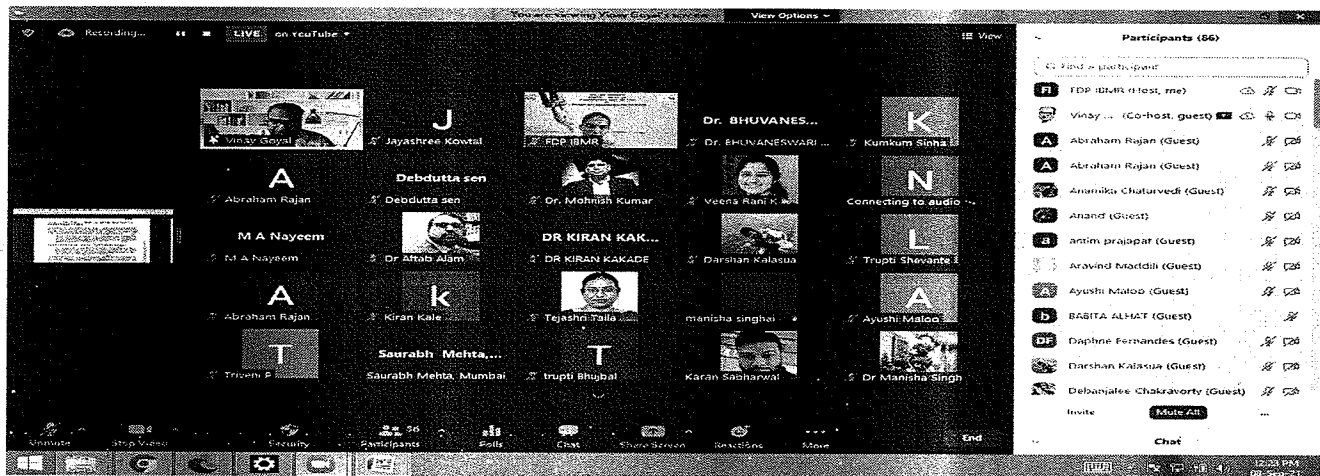
Srinivasa Padmakar 28:52

sir very good morning to all my dear course coordinators, Conveners,admins andy dear co.participants. This is Dr Srinivasa Padmakar Sivalanka Associate Professor Keshav Memorial Institute of Commerce and Sciences Narayanaguda Hyderabad Telangana India.

Srinivasa Padmakar 32:57

very good morning sir, please demonstrate the analysis of case







Day 4

Zoom Meeting

Recording...

Case

- ✓ A business case imitates or simulates a real situation.
- ✓ Verbal representations of reality that puts the reader in the role of a participant in the situation.
- ✓ Unit of analysis in case varies from single individual or organization to an entire nation or the world.
- ✓ Represent reality, convey a situation with all its cross currents and rough edges including irrelevancies, sideshows, misconceptions, and little information or an overwhelming amount of it.

Participants (56)

Find a participant

- FDP IBMR (Host, me)
- Smriti Verma (Co-host, guest)
- AMRUTA RAJESH JAWA RA (Guest)
- Ayushi Maloo (Guest)
- BARITA ALHAT (Guest)
- Bhavina Joshi (Guest)
- Bhavana Sharma (Guest)
- Daphne Fernandes (Guest)
- Debolina Gupta (Guest)
- divya reddy (Guest)
- Dr. Ankita Neema (Guest)
- Dr. BHUVANESWAR GOWTHAMAN (Guest)
- Dr. Jaya Jaishankar
- Dr. Mukta Chavan Deb (Guest)

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Zoom Meeting

Recording...

Video Cases

- Increased student motivation
- Enhanced learning experience
- Higher marks
- Development potential for deeper learning of the subject
- Development of learner autonomy
- Enhanced team -working and communication skills

Participants (56)

Find a participant

- Smriti Verma
- Dr. Ankita Neema
- FDP IBMR
- FDP IBMR
- Dr. Shital Vekariya
- Suman Agarwal

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Zoom Meeting

Recording...

Case Analysis: The Apt App

Dr. BHUVANESWAR

FDP on Essentials of Successful Case Teaching

Zoom Login Details and 5th date is 17th

fdp.on.essentials.succesful.case.teaching@ipsa.ac.in

Participants (64)

Find a participant

- Dr. Shubhangi Jain (Guest)
- Dr. Shikha Choudhary (Guest)
- Dr. Shital Vekariya (Guest)
- Fareeda (Guest)
- Gonee Pranjana (Guest)

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Participants (73)

- Find a participant
- FI FDP IBMR (Host, live)
- SV Smriti Verma (Co-host, guest)
- A Abraham Rajan (Guest)
- Anumika Chaturvedi (Guest)
- anilraj prajapat (Guest)

Invite
Mute All
Chat

From Jaya Nema to Everyone:
Exactly

From Suman Agarwal to Everyone:
yes

Who can we see in our chat? Here's the list

To: Dr. Farhat Ali Syed
Type message here...

Dr. BHUVANES...
Dr. BHUVANESWAR...
Kumkum Sinha
Abraham Rajan
Jaya Nema
Veena Rani K...
M A Nayeem
M A Nayeem
Lakshminarayana K...
Ask to Unmute
pranaya Indore
Bhavina Joshi
Bhavina Joshi
Tejasini Talia
Trupti Shrivante
Dr KIRAN KAKA...
Dr KIRAN KAKADE
Sanghi Mahavara
trupti Bhujbal
Dr Manisha Singh

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Importance of Case Study To Students

- Case studies give students insights as to how organizations operate.
- Provide them with the opportunity to develop solutions to real problems in corporate contexts.
- Offers an opportunity to apply their education and professional experiences to the corporate problems, or challenges, presented in cases.
- Offers experiential learning.

Smriti Verma
M A Nayeem
M A Nayeem
FDP IBMR
Jaya Nema
Bhavina Sharma

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24°C ENG 10:05 09-09-2021

Zoom Meeting
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Importance of Case Analysis To Students

- Cases help students make knowledge.
- Application of facts to case.
- Ability to think clearly and communicate convincingly.
- Learning to analyze a situation accurately and persuade through rational argument.

Smriti Verma
M A Nayeem
M A Nayeem
FDP IBMR
Jaya Nema
Bhavina Sharma

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Go to www.menti.com and use the code 9276 2670

What are the most popular teaching tools aimed at increasing individual thinking?

Participants: Shriti Verma, M A Nayeem, M A Nayeem, FDP IBMR, Jayashree M, Dr. Mukta Chavan Deb, Dr. BHUVANES..., Dr. BHUVANESWAR...

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What are the most popular teaching tools aimed at increasing individual thinking?

Word cloud: pear deck, moodle, podol, case study, role play, podlir, insert learning, digital, voice, endowment, power point, google, activity

Participants: Shriti Verma, valshali perera, FDP IBMR, J, Jayashree Kowal, Dr. Mukta Chavan Deb

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Recording... View Options

Case Difficulty Cube

- Number and complexity of concepts in Case analysis, base
- Clarity, supportiveness & Depth of analysis required
- Presentation of facts and data & Complexity of the case
- Complexity of case & Learning Skills involved

Participants: Shriti Verma, Dr. Anika Neema, FDP IBMR, Onshital Vekariya, Suman Agarwal, Dr. BHUVANES..., Dr. Wasilullah S M, M A Nayeem, Abraham Rajan, Shweta Sharma, Suraj Sharmya, Dr. Safia Bintu O..., Dr. Somnath Das, Shweta Dani, Veenashree, Suraj Sharma, Dr. Safia Bintu Omer, Dr. Somnath Das, Shweta Dani, Tanika Nandekar, Dr. V. Vasudha Thakur, KJ. DR. ANIL Shukla, Roopadarshini, Shubha Ohole, Ask to Unmute, Kiran Kale, Udayan Karnatak, Dr. Shikanta Jain, Kumkum Sinha, Lakshminarayana K.

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Day 5

Zoom Meeting

Recording...

Participants (30)

Find a participant

Bhawna Sharma (Guest) / Daphne Fernandes (Guest) / Debdutta sen (Guest) / Dr. Aftab Alam (Guest) / Dr. Anu Sharma (Guest) / Dr. Chetan Shetty (Guest) / Dr. Jaya Jaisinghani / Dr. Kiran Kakade (Guest) / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Wasuliah S M / Dr. Somnath Das / Prashant Padole / Dr. Lakshminarayana K / Dr. Chetan Shetty / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Debdutta sen / Shubha Dhole / Suraj Sharma / Dr. Chetan Shetty / Dr. Lakshminarayana K / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Jaya Jaisinghani / Dr. Kiran Kakade / Dr. Aftab Alam / Dr. Noor Alam Khan / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Mohanish Kumar / Dr. Shubhangi Jain / Connecting to audio / Dr. Veena Rani K / Daphne Fernandes

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Case Vignettes

Participants (30)

Dr. Somnath Das / Prashant Padole / Debdutta sen / Dr. Chetan Shetty / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Wasuliah S M / Dr. Somnath Das / Prashant Padole / Dr. Lakshminarayana K / Dr. Chetan Shetty / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Debdutta sen / Shubha Dhole / Suraj Sharma / Dr. Chetan Shetty / Dr. Lakshminarayana K / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Jaya Jaisinghani / Dr. Kiran Kakade / Dr. Aftab Alam / Dr. Noor Alam Khan / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Mohanish Kumar / Dr. Shubhangi Jain / Connecting to audio / Dr. Veena Rani K / Daphne Fernandes

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Participants (34)

Find a participant

Dr. Somnath Das / Prashant Padole / Debdutta sen / Dr. Chetan Shetty / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

Dr. Wasuliah S M / Dr. Somnath Das / Prashant Padole / Dr. Lakshminarayana K / Dr. Chetan Shetty / Dr. Anu Sharma / Dr. Kiran Kakade / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

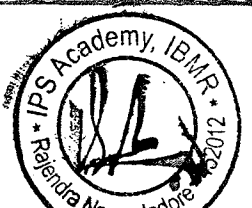
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Dr. Jaya Jaisinghani / Dr. Kiran Kakade / Dr. Aftab Alam / Dr. Noor Alam Khan / Dr. Shivan... (Guest) / Dr. Somnath Das (Guest) / Dr. Wasuliah S M (Guest) / Dr. Lakshminarayana K (Guest) / Gururaj hatti (Guest) / KrishnaSoujanya (Guest)

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Case must have.....

Participants (55)

Find a participant

- Dr. IBMR (Host, me)
- Smriti Verma (Co-host, guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Ananika Chaturvedi (Guest)
- Aravind Madadi (Guest)
- ASWINI MAMIDI (Guest)
- Ayushi Maloo (Guest)
- Bhavana Joshi (Guest)
- Daphne Fernandes (Guest)
- Debangalee Chakraverty (Guest)
- Debdutta sen (Guest)
- Dr. Aftab Alam (Guest)
- Dr. Annu Sharma (Guest)

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Zoom Meeting

Recording...

Purpose of Case Writing

- Case studies are teaching vehicles for building reservoir of subject knowledge and for developing analytical skills.
- For teachers, case writing provides unparalleled insights on the continually evolving world of management.

Participants (38)

Find a participant

- Dr. IBMR (Host, me)
- Smriti Verma (Co-host, guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Aravind Madadi (Guest)
- Ayushi Maloo (Guest)
- Bhavana Joshi (Guest)
- Debdutta sen (Guest)
- Dr. Aftab Alam (Guest)
- Dr. Annu Sharma (Guest)
- Dr. Anita Nigam (Guest)
- Dr. Chetan Shetty (Guest)
- Dr. Rajat Singhania (Guest)
- Dr. Kiran Kataria (Guest)
- Dr. Kiran Kataria (Guest)

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Participants (55)

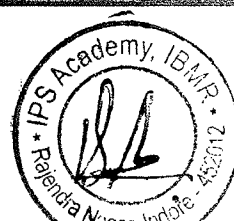
Find a participant

- Dr. IBMR (Host, me)
- Smriti Verma (Co-host, guest)
- Dr. Aftab Alam (Guest)
- Abraham Rajan (Guest)
- Abraham Rajan (Guest)
- Aravind Madadi (Guest)
- Aravind Madadi (Guest)
- Bhavana Joshi (Guest)
- Dr. Chetan Shetty (Guest)
- Dr. Chetan Shetty (Guest)
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- Dr. Chetan Shetty (Guest)
- Dr. Chetan Shetty (Guest)

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Zoom Meeting

Recording...

Case writing: An Art and Science

- Content is king
- GIGO
- Creative thinking and careful planning and preparation
- The average length of its cases has halved in 30 years, from 28 pages to 14 pages (including exhibits and appendices), with 77% of its best-selling cases containing no more than 20 pages (The Case Centre)

Participants (58)

Find a participant

Name	Role	Avatar
FDP IBMR (Host, me)	Host	[Avatar]
Smriti Verma (Co-host, guest)	Co-host	[Avatar]
Abraham ... (Guest)	Guest	[Avatar]
Abraham Rajan (Guest)	Guest	[Avatar]
Amal Kumar	Guest	[Avatar]
Anamika Chaturvedi (Guest)	Guest	[Avatar]
Ayushi Maloo (Guest)	Guest	[Avatar]
Bhavana Joshi (Guest)	Guest	[Avatar]
Bhavana Sharma (Guest)	Guest	[Avatar]
Daphne Fernandes (Guest)	Guest	[Avatar]
Deepak Shahakar (Guest)	Guest	[Avatar]
Dr. Aftab Alam (Guest)	Guest	[Avatar]
Dr. Chetan Shetty (Guest)	Guest	[Avatar]
Dr. Hannadh Karimkonda (Guest)	Guest	[Avatar]

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Recording...

Case must have.....

Participants (55)

Find a participant

Name	Role	Avatar
FDP IBMR (Host, me)	Host	[Avatar]
Smriti Verma (Co-host, guest)	Co-host	[Avatar]
Abraham Rajan (Guest)	Guest	[Avatar]
Abraham Rajan (Guest)	Guest	[Avatar]
Anamika Chaturvedi (Guest)	Guest	[Avatar]
Ayushi Maloo (Guest)	Guest	[Avatar]
Ayushi Maloo (Guest)	Guest	[Avatar]
Bhavana Joshi (Guest)	Guest	[Avatar]
Daphne Fernandes (Guest)	Guest	[Avatar]
Debanata Chaturvedi (Guest)	Guest	[Avatar]
Debdutta Sen (Guest)	Guest	[Avatar]
Dr. Aftab Alam (Guest)	Guest	[Avatar]
Dr. Anu Sharma (Guest)	Guest	[Avatar]

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LO based Case Formats

- Application of one or more conceptual models.
- Provides little information and little structure to the information provided.
- Intended learning outcomes are problem identification, information gathering and assessment, and application of conceptual models, ideas, and/or theories.

- Describes a single incident circumscribed by time and place.
- The historical, organizational, and environmental context are played down or ignored.
- The student's task is summarize how the environmental, organizational, and/or historical context of the incident would impact the situation.

Participants (60)

Find a participant

Name	Role	Avatar
FDP IBMR (Host, me)	Host	[Avatar]
FDP IBMR	Guest	[Avatar]
Daphne Fernandes	Guest	[Avatar]
Jaya Nema	Guest	[Avatar]

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Zoom Meeting

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Dr. Sonia Mehrotra

FDP IEMR

Jaya Nema

Sunny Jaisinghani

Dr. Ankita Noelia

Abraham Rajan

Dr. Noor Alam Khan

Dr. Aftab Alam

divya reddy

Bhawni Sharma

Shubha Chhible

Dr. BHUVANES...

Dr. BHUVANESWARI GO...

Dr. Mukta Chavan Deb

Kumkum Sinha

Dr. Shital Verangya

Dr. Shubhangi Jain

Daphne Fernan...

Dr. ILANGO V

Connecting to audio...

Dr. Kiran Kakade

Dr. Kiran Kakade

Shakuntla Jain

Aaravind Maddali

Suman Agarwal

Dr. Safia Binte O...

Dr. Safia Binte Omer

Participants (30)

Find a participant

DP

Daphne Fernandes (Guest)

divya reddy (Guest)

Dr Aftab Alam (Guest)

Dr. Ankita Noelia (Guest)

Dr. BHUVANESWARI GOWTHAMAN (Guest)

Dr. ILANGO V (Guest)

Dr. Mukta Chavan Deb (Guest)

Dr. Noor Alam Khan (Guest)

Dr. Safia Binte Omer (Guest)

Dr. Shubha... (Guest)

Ask to Unmute

More >

Dr. Shyamoli Chowdhury (Guest)

Dr. Sannath Das (Guest)

Dr. Tejashri Talia (Guest)

Dr. Wasudhah S M (Guest)

Invite

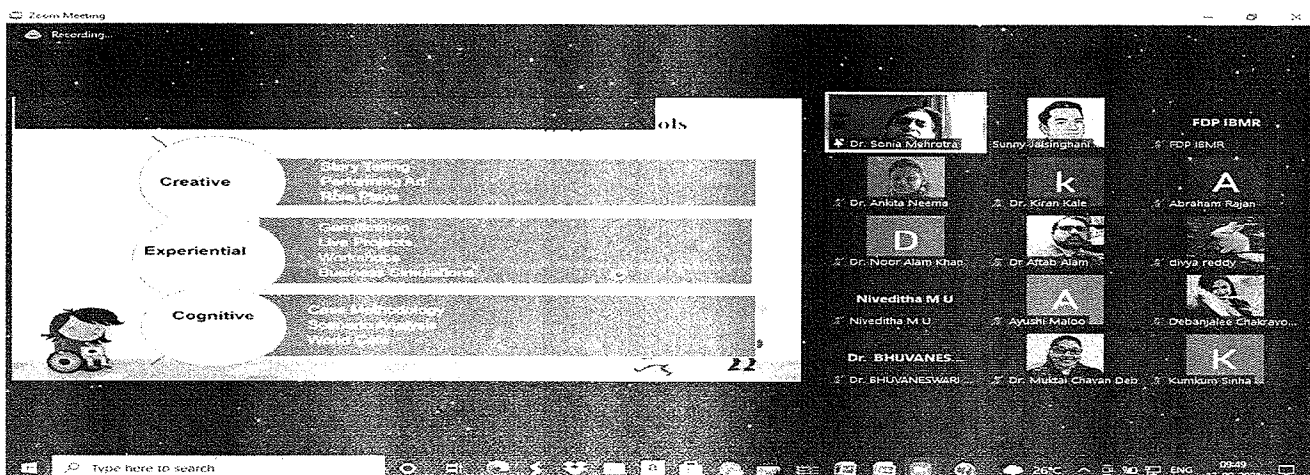
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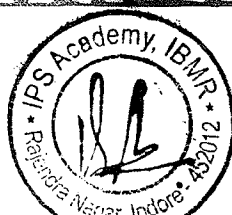
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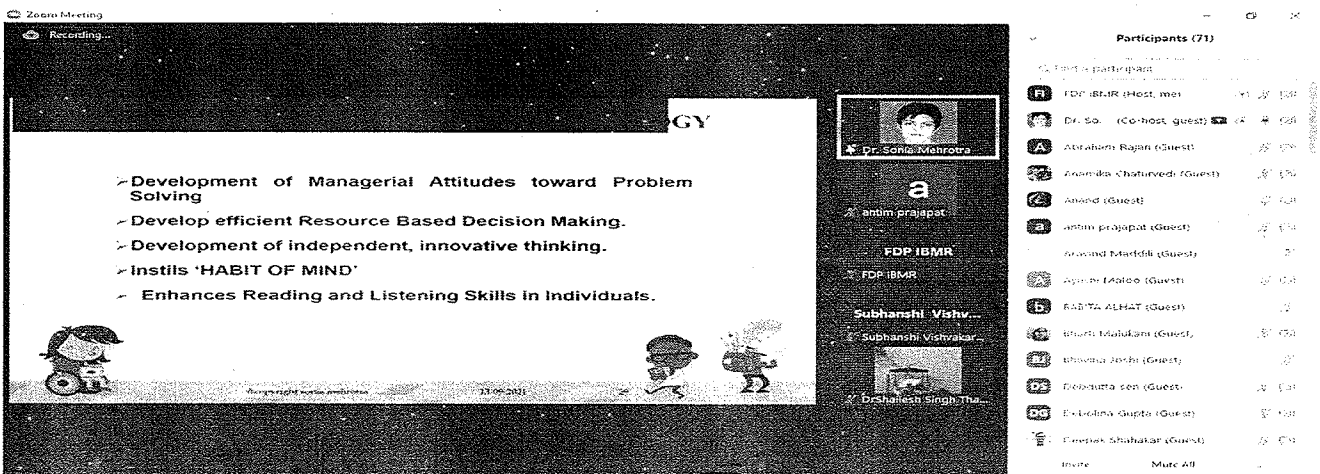
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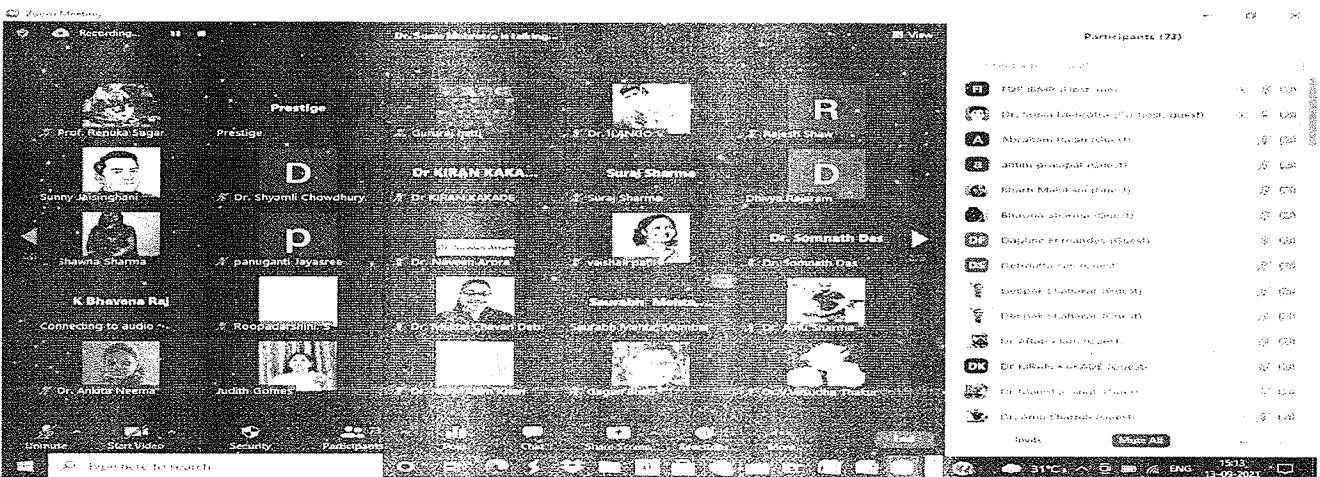
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