



# Faculty Development Programme on The Art of Case Teaching and Case Writing

22<sup>nd</sup>, 23<sup>rd</sup> & 24<sup>th</sup> December, 2014

Faculty of Management Studies  
ICFAI University Tripura

# Faculty Development Programme on The Art of Case Teaching and Case Writing

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## Registration Form

Name: .....

Designation: .....

Institution/ Organization: .....

Address for communication: .....

Mobile/ Phone: .....

E-mail: .....

Signature: .....

Date: .....

Patron:

Prof. Biplab Halder  
*Pro-Vice Chancellor, IUT*

Organizing Committee:

Prof. Sankharaj Roy  
*Coordinator*

Prof. Pratyush Banerjee  
*Joint Coordinator*

Prof. Sudip Bhattacharjee  
*Joint Coordinator*

## Programme Schedule

### Day 1: Teaching with Cases

Guided Group Discussion: *Effective Case Teaching*  
Demonstration: *A Demo Case Study Session*  
Group Work  
Group Work/Feedback  
Demonstration: *Case Session by Participants*  
Observations of Facilitator/Q&A

### Day 2: Writing Cases

Demonstration: *Case Teaching and Case Writing*  
Guided Group Discussion: *Basic Structure of Case Study*  
Individual/Group Feedback  
Guided Group Discussion: *Developing Case Assignment/ Group Work*

### Day 3: Writing Cases

Guided Group Discussion: *Field Research Case*  
Individual/Group Feedback  
Guided Group Discussion: *Writing a Teaching Note*  
Feedback on teaching note / Q&A  
Summarizing Key points

Organized By

Faculty of Management Studies  
ICFAI University Tripura  
Kamalghat, West Tripura District  
Tripura, PIN - 799210



## Resource Person Profile



Prof. Debapratim Purkayastha teaches Business Strategy at IBS Hyderabad, and is also the Consulting Editor of Case Folio, a refereed journal dedicated to case studies in management. He has over 14 years' teaching, research and industry experience.

He is an award-winning and best-selling author of case studies in Management, and the only author from outside North America and Europe to feature in the UK-based The Case Centre's bestselling authors.

He has won awards and recognition for case writing from the Academy of Management (AOM), Association of MBAs (UK), The Central and Eastern European Management Development Association (CEEMAN), European Foundation for Management Development (EFMD), Emerald Group Publishing (UK), North American Case Research Association (NACRA), oikos International (Switzerland), The Case Centre, John Molson School of Business (University of Concordia, Canada), AESE Business School (Portugal), etc. Many of his cases are published in global editions of textbooks.

He is globally renowned as a Case Method expert and much sought after for speaking assignments and workshops in this area. He has conducted more than 40 workshops on Case Teaching and Case Writing, MDPs and FDPs.

### Target Participants

Faculty members, research scholars of various colleges and universities. No. of participants limited to 30.

### Registration Details:

Registration fee is Rs. 1,000/- per participants. The request for participation is to be sent in advance through e-mail on or before 20<sup>th</sup> December, 2014.

### Mode of Payment:

Both Demand Draft (in favor of ICFAI University Tripura, payable at Agartala) in advance or cash ( on spot registration) are accepted.

## About ICFAI University, Tripura

The ICFAI University, Tripura, based at Agartala, has been established under Section 4(2) of the Institute of Chartered Financial Analysts of India University, Tripura Act 2004 (Act 8 of 2004). The University has been approved by the UGC, under Section 2(f) of the UGC Act, 1956. The University is a member of the Association of Commonwealth Universities(ACU), London, the Association of Indian Universities(AIU), New Delhi, and the Federation of Universities(FedUni), India. The University currently offers Bachelor, Master, and Doctoral programs in management, science and technology, information technology and education.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publications. It also aims at developing a new cadre of citizens with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. Therefore, the University is committed to build ethical leaders who will accelerate growth in the new era of economic liberalization and globalization.

## About FMS

Faculty of Management Studies, a constituent of Icfai University Tripura and set up in 2004, offers full time campus programs in 'Management' at the Bachelor's and Master's degree level. The objective of the department is to create professionals who can lead and foster creativity and innovation in a dynamic business environment with a strong focus on profits and shareholder value maximization. The department is able to create a benchmark by bringing together talented youth and highly qualified and experienced teachers who are able to blend modern theory with current practices. 'Faculty of Management Studies' is highly regarded by employers as the department focuses to provide contemporary knowledge and skills, both functional and integrative to its students. Being one of the leading management institutions of North-East India, it is all set to create a new generation of ethical leaders who will excel and transform the world.

## Learning Objective

After attending the workshop, the participants will be

- 1) Able to teach effectively with cases
- 2) Able to prepare a teaching plan for the case teaching class
- 3) Understand the finer aspects of case teaching and apply them in their classroom
- 4) Able to select a topic for a case and know how to structure it to enable learning
- 5) Understand how to manage the relationship with the case subject organization and other issues like copyright conflicts
- 6) Understand the nuances in writing a good case-study and teaching note.

## Contact Details

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