



# Indian Institute of Management Rohtak

## Boost your case teaching and writing skills with the top management gurus

### IIM Rohtak Case Method Workshop

2<sup>nd</sup> - 3<sup>rd</sup> December 2017

IIM Rohtak is organizing a two-day workshop on case method on 2<sup>nd</sup> -3<sup>rd</sup> December 2017

#### About Workshop

The curriculum at business school around the world has been based on the analysis of real world cases. This interactive workshop will train the participants in case based teaching and prepare them for writing cases for class room and publication.

#### Facilitators

##### Prof Dheeraj Sharma



Dheeraj Sharma is the director of IIM Rohtak and a professor of marketing (on leave) at IIM Ahmedabad. He has a doctoral degree from Louisiana Tech University. He has been associated with several reputed international universities including University of North Texas, University of Winnipeg, Ball State University, Athabasca University. He has published more than 100 research papers, books, and cases.

##### Prof I. M. Pandey



I.M. Pandey is the Director General of Delhi School of Business and former Professor of Finance, Dean and Director In-Charge at IIM Ahmedabad. He has a PhD degree from Delhi School of Economics. He has been associated with Asian Institute of Technology, ESSEC & ESCP France and many other acclaimed international universities. His book "Financial Management" is one of the most popular and widely acclaimed.

##### Prof V. V. Rao



V. Venkata Rao has served as a member of the faculty at IIM, Ahmedabad for nearly 33 years. His primary area at IIMA was Information Systems and secondary area Production and Quantitative Methods. He holds a PhD from the Georgia Institute of Technology USA, an M. Tech from IIT, Kanpur. He has been affiliated with University of Kenya, IIM Indore, and MDI Gurgaon. He is Infosys Fellow at Infosys Technologies Ltd.

#### Objectives

Case studies are known to be among the most effective teaching strategies for business administration. This workshop will emphasize the value of the case method in the learning of students. It is intended for all those with an interest in using in using case studies as a teaching tool, as well as those who are interested in development of such teaching cases.

#### Intended Audience

This workshop is primarily meant for, though not limited to -

- Faculty in academic institutions who would like to adopt the case method in the classroom
- Case researchers and writers interested in developing cases and teaching notes
- Corporate learning and development specialists who would like to adopt the case method and learn about case development

#### Pedagogy & Learning Outcomes

The workshop will immerse participants in the case method through a combination of participation, case analysis and interactive exercises.

- Learn how to use case studies to analyse and develop solutions to complex business problems as managers do every day.
- Learn the strategies to write a case study that fulfil your teaching objectives.



## About IIM Rohtak

IIM Rohtak aspires to impart knowledge of business disciplines with a unique cross-functional perspective to prepare ethical and innovative leaders for the good of not just the nation, but the world. Set within the verdant surroundings of Maharshi Dayanand University, IIM Rohtak has access to some of the finest academic, cultural and research facilities in the country.

## Tentative Workshop Schedule

Time	Event	Details
<b>Day.1: Teaching with Cases</b>		
9:30 - 10:00	Registration	Registration, coffee, and informal meeting
10:00-10:30	Introduction	Welcome address by Prof Dheeraj Sharma
10:30-11:45	Session 1	<ul style="list-style-type: none"> <li>Case study selection</li> <li>How to prepare for a case study session</li> </ul>
12:00-13:15	Session 2	<ul style="list-style-type: none"> <li>Managing students' preparation</li> <li>Strategies for student engagement</li> </ul>
13:15-14:15	Lunch	<ul style="list-style-type: none"> <li>Preparing a teaching plan</li> <li>Managing the classroom case discussion</li> </ul>
14:15-15:30	Session 3	<ul style="list-style-type: none"> <li>Summing up the session</li> <li>Students' participation evaluation</li> </ul>
15:45-17:00	Session 4	Presentations by the participants
<b>Day.2: Writing Case Studies</b>		
10:15-11:30	Session 1	<ul style="list-style-type: none"> <li>Identifying managerial issues</li> <li>Preparing field work</li> </ul>
11:45-13:00	Session 2	<ul style="list-style-type: none"> <li>Data gathering process</li> <li>Structure of case studies</li> </ul>
13:00-14:00	Lunch	<ul style="list-style-type: none"> <li>Preparing case plan</li> <li>How to write case study teaching notes</li> </ul>
14:00-15:15	Session 3	<ul style="list-style-type: none"> <li>Challenge in writing case studies</li> </ul>
15:30-16:45	Session 4	
17:00-17:30	Conclusion and Valediction	

## Registration and Accommodation

Registration fee for the workshop is ₹ 5000 plus GST@18% payable to IIM Rohtak (DD/NEFT). It includes workshop materials, lunch and refreshments for the participants. Full registration fee should be paid at the time of registration. Numbers of seats are limited; contact us for 10% early bird and 10% group registration discount on registration fee.

**Last date of registration is 30<sup>th</sup> Nov. 2017**

**Early bird registration date is 27<sup>th</sup> Nov. 2017**

All participants will receive participation certificate. Registration Form and payment details available at our website url: [www.iimrohtak.ac.in/11/form](http://www.iimrohtak.ac.in/11/form))

For registration and payment related queries:

**Email:** [exed@iimrohtak.ac.in](mailto:exed@iimrohtak.ac.in)

**Phone:** +917082001614, +917082001607

## Venue

Haryana Institute of Public Administration, 76, HIPA Complex, Sector-18, Gurugram, Haryana 122001

## Map

