

Tentative Workshop Schedule

Day 1: January 11, 2025

Session Name	Timing	Session Details	More Details
Welcome address by Director IIM Rohtak (8:30 AM – 8:40 AM)			
Session 1: Introduction to Case Methodology	8:45 AM - 10:00 AM	Overview of the case method, its origins, and its benefits in management education.	Learn the principles of case-based teaching and writing. Understand how cases foster decision-making and analysis.
Session 2: How to Identify Case Topics	10:20 AM - 11:35 AM	Key considerations in selecting relevant and impactful topics for business cases.	Focus on aligning cases with academic goals and real-world challenges in various industries.
Session 3: Case Structuring	11:55 AM - 1:10 PM	Frameworks and approaches to crafting well-organized and compelling case narratives.	Cover introduction, problem definition, analysis, and conclusion writing with examples.
Session 4: Leveraging Data for Cases	2:30 PM - 3:45 PM	How to use quantitative and qualitative data to craft impactful marketing case studies.	How to use quantitative and qualitative data to craft impactful marketing case studies.
Session 5: Discussion Techniques	4:05 PM - 5:20 PM	Facilitating engaging classroom discussions using cases to encourage critical thinking.	Strategies for moderating discussions, asking probing questions, and managing diverse viewpoints.

Day 2: January 12, 2025

Session Name	Timing	Session Details	More Details
Session 6: Research for Case Development	8:45 AM - 10:00 AM	Techniques for gathering real-world insights, interviewing stakeholders, and incorporating field research into cases.	Understand ethical considerations and data sources for case development.
Session 7: Writing Teaching Notes	10:20 AM - 11:35 AM	How to write effective teaching notes that guide faculty in delivering the case in classrooms.	Discuss components such as learning objectives, discussion questions, and suggested approaches.
Session 8: Ethics in Case Writing	11:55 AM - 1:10 PM	Addressing biases, ensuring stakeholder representation, and maintaining academic integrity in case writing.	Learn how to avoid conflicts of interest and adhere to publication standards.
Session 9: Evaluating and Reviewing Cases	2:30 PM - 3:45 PM	Peer review processes and criteria for assessing the quality and relevance of business cases.	Group Presentation from Participants
Session 10: Workshop Closing and Next Steps	4:05 PM - 5:20 PM	Summary of the workshop, sharing ideas, and exploring future case writing and teaching collaborations.	Discuss upcoming opportunities for submitting cases to journals or case repositories.