



Faculty Development Program on Essentials of Successful Case Teaching and Writing

NMIMS Navi Mumbai Global Campus

14th and 15th December 2018

Program Coordinators

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Venue

SVKM's NMIMS Navi Mumbai Global Campus Pethapada, Plot No.2 Sector- 33, Next to Ramsheth Thakur College, Kharghar, Navi Mumbai 410210. Ph.no: 9029001272

INTRODUCTION TO THE WORKSHOP

Teaching with cases has become an integral part of management education today. The outcomes of this approach are: more participation by students, highly stimulating classroom discussions, honing of problem solving and cognitive skills of students, better preparedness of students for real life corporate realities/issues, learning becomes multi-dimensional and inter-disciplinary – and a renewed joy in teaching and learning.

The School of Business Management, SVKM's NMIMS, Navi Mumbai is organizing a two days Faculty Development Program (FDP) on Case Writing and Teaching. This FDP aims to: bring out the strengths of case method in teaching, motivate the participants to adopt 'case teaching' as an additional pedagogical tool in delivery of their future courses, equip participants to teach cases more effectively and also train them in the craft of case writing.

PROGRAM OBJECTIVES

The participants through this FDP should:

- Develop an appreciation of case method in teaching of Management and Social Sciences;
- Be able to orient students for learning with cases;
- Learn to develop and plan for case based courses;
- Become aware of background preparation required to become successful case teachers;
- Get insights into the process of managing classroom discussions;
- Select from alternative approaches to the case teaching;
- Learn to assess & evaluate students through the cases;
- Be motivated to write their own cases by understanding the intricacies of case writing process.

WHO SHOULD ATTEND

This FDP is designed for the current and prospective teachers in academic institutions and corporate trainers. This FDP will benefit: (a) all those teachers who are new to the case based teaching; (b) even those teachers who have case teaching experience, but want to further improve their case teaching effectiveness; and (c) professionals wanting to hone their case writing skills. Workshop will also be useful to the research scholars who intend to join teaching profession in due course of time. A certificate of participation shall be provided to all the participants.



TOPICAL COVERAGE

The topical coverage of the FDP will be:

- What is a "Teaching Case"?
- Pros and Cons of Case Method of Teaching
- Orienting Students for Learning with Cases
- Designing and Planning for Case Based Courses
- Preparing for Case Session
- Alternative Approaches to the Case Teaching
- Facilitating a Case Session/Discussion based Teaching
- Assessment & Evaluation through Cases
- Mechanics of Case Writing
- Need and Writing of an Effective Teaching Note
- Institutional Considerations and Action Planning
- Towards Case Publishing

LEARNING METHODOLOGY

The FDP will provide immersive experience to the participants through a combination of interactive lectures interspersed with exercises, games, group discussions and practice.

PROGRAM FEE

Research Scholars/students:	Rs. 2400/-
Faculty Academicians:	Rs. 3600/-
Industry Resource Person:	Rs. 5400/-

A registration fee charged is inclusive of all statutory levies. The payment of registration fee would entitle the participant to attend the program sessions, receive teaching material, working lunch and tea on all the program days. This, however, does not entitle the participants for the lodging and boarding facility during the

program days. Navi Mumbai has many budgeted and premium hotels within 2-5 km from the SVKM's NMIMS campus. If requested, stay arrangements for participants can be facilitated. However, for such arrangements participants have to bear the applicable charges of the hotel.

NOMINATION AND MODE OF PAYMENT

Any prospective, new or seasoned management teacher/researcher/trainer can be nominated for this program by filling up the attached nomination form sent along with the program fee via Crossed DD payable to "SVKM's NMIMS" at Mumbai. The Demand Drafts along with the nomination form have to be posted to the under mentioned:

Prof. Sushil Chaurasia/Prof. Surbhi Verma,
SVKM's NMIMS Navi Mumbai Global Campus Pethapada, Plot No.2, Sector- 33,
Next to Ramsheth Thakur College, Kharghar,
Navi Mumbai 410210. Ph.no: 9029001272, 9833980785

The NEFT details for electronic transfer of money is also mentioned below.

NEFT: Name of A/c - SVKM NMIMS; IFSC Code - CITI0100000 ; Bank name: CITI Bank (Fort Branch, Mumbai 400001)

Also kindly send an email to the program coordinators with your name and payment details at: Surbhi.Verma@nmims.edu, sushil.chaurasia@nmims.edu

- Any organization sponsoring 3 or more participants to the programme will be entitled to a discount of 10%.
- Special 10% discount for anyone associated with the SVKM's family.

Your nomination details along with the program fee must reach us at least 15 days prior to the program days.

RESOURCE PERSONS



Dr. Manoj Kumar , Ph.D. (IIT Bombay)

Dr. Manoj Kumar has a work experience of over 19 years and is currently the Associate Dean & Professor at School of Business Management, NMIMS, Navi Mumbai Global Campus. Earlier, he was a Professor of Finance & Accounting at IIM Lucknow & IIM Rohtak. He has trained over 1000 senior & middle Management Professionals and also over 500 teachers through MDPs and FDPs.



Dr. Manjari Srivastava, Ph.D. (IIT Kanpur)

Dr. Manjari Srivastava has a work experience of over 17 years and is currently the Professor and Discipline Chairperson Human Resource & Behavioral Sciences at School of Business Management, NMIMS, Mumbai Campus. She has trained corporate in areas like Team Building, Performance Management, and Personal Effectiveness in companies like L&T and Ambuja Cement. Her work has been published in reputed listed ABDC journals and cases are published in Ivey Publishing.



Dr. Surabhi Verma, FPM (NITIE, Mumbai)

Professor Surabhi Verma is working as an Assistant Professor of Management of Information System at NMIMS, Navi Mumbai, India. She is fellow of NITIE, Mumbai. She received her M.Tech from IIT (ISM), Dhanbad. Her work has been published in reputed listed ABDC journals.



Dr. Sushil S. Chaurasia, Ph.D. (Lucknow University)

Dr. Sushil S. Chaurasia is working as an Assistant Professor of Marketing at NMIMS, Navi Mumbai, India. He completed his Masters and Ph.D from University of Lucknow. His work has been published in reputed listed ABDC journals and cases are published in Emerald emerging market case study journal. His research work was acknowledged as outstanding paper in 2018 Emerald (25th) Literati award for excellence.



Dr. Vibhav Singh, M.Phil, Ph.D. (TISS, Mumbai)

An ICSSR fellow, Dr. Vibhav Singh is working as an Assistant Professor of Management of Organizational Behavior and Human Resource Management at NMIMS, Navi Mumbai, India. She completed her doctorate from TISS, Mumbai. She has taught at reputed institutions like IIM Trichy and IMT Ghaziabad. Her work has been published in reputed listed journals.



About SVKM's NMIMS, School of Business Management

The School of Business Management (SBM) of SVKM's NMIMS, Deemed to be University (as per UGC Norms), one of India's premier business schools is situated in Mumbai - the financial hub and nerve center of the country. Apart from offering diverse cutting-edge programs for students, it also offers executive education programs for professionals who want to make the key transition in their careers. The SBM educational experience aims to equip students with a bedrock of management skills to help them navigate through the complex business environment of today. A dynamic curriculum designed in conjunction with academics and industry practitioners, provides them the opportunities to master new skills and explore varied perspectives. The School uses the case method as its chief pedagogical tool to bring to the classroom real world business scenarios that provide compelling opportunities amidst challenging settings. The emphasis here is on practical knowledge and personalized learning. SBM has an abundance of intellectual capital in the form of faculty members who are renowned in their respective fields and are committed to creating a dynamic learning environment. Social sensitivity is the credo at SBM, where students are sensitized to respond to the changing social realities through the development and application of knowledge for creating a sustainable society.

