



Faculty Development
and Executive Education Workshop

on

**Case Writing and
Case Teaching**
27-28 April , 2018

**Fr.C.Rodrigues Institute
of Management
Studies,Vashi**
www.fcrims.com

Case teaching methodology :

In a Business School, our knowledge capital is Faculty. The Faculty members build the budding managers and corporate citizen for the industry. Executives in the industry also impart knowledge and skill as a leader to build human capital. Faculty Development and Executive Education is an effort to build up the capacity of educators and executives and aims at their professional development.

Lectures and readings are a highly efficient way to acquire knowledge and techniques. Exercises and problems sets are excellent beginning tools for learning about application but has its limitation. Whereas the development of philosophies, approaches, and skills is probably best served by the case method. It is used in well-orchestrated concert with other approach.

Case is built around the concept of encountered situation-- metaphor and simulation. The situation a student may face as a manager in a work situation, may be different but similar. Simulation is experienced based, learner based; it is powerful, personal and intimate method of learning.

Therefore, it is our immense pleasure to inform you that Fr.C.Rodrigues Institute of Management Studies,Vashi is organizing an FDP and EEP on "Case Writing and Case Teaching" on 27-28 April 2018.

Program Objectives:

The program aims to assist and enable faculty members and Industry Executives:

- 1) In fine-tuning their approach to case study method of teaching.
- 2) To understand the art & craft of engaging students into active and participative classroom discussion.
- 3) To write cases on the basis of events and situations happening in industry.

For Whom:

This workshop is intended for Business Faculty, Research Assistants, PhD aspirants of Business Schools, Industry (both Products and Services) Managers who would like to use case method of teaching as one of their pedagogy

Takeaway from the Workshop:

- How to capture ideas to build cases
- Learning contract identification and modification in different classroom scenario.
- Questioning, listening and responding to participants in the class.
- The guiding principles of Instructor-Participants relationship
- Designing of a discussion plan closer to simulated organizational set-up.
- Hands on practicing session in the art of case teaching.

Resource Person :

Prof. A.K. Dasbiswas

He is an Emeritus Professor and Management Consultant (Corporate and Academic); an accomplished faculty in case teaching pedagogy. He has a over 30 years of experience in corporate, out of which 14 years as Chief Executives; more than 20 years of experience as Business Educator and Administrator both in India and abroad; Conducted numerous Executive Education Programs to large number of companies in a variety of subjects related to Marketing and Business Strategy. The programme may also include some other speakers from academia and industry.

Registration & Venue :

The FDP would be conducted in the Seminar Hall of FCRIMS, Vashi.

Please register by

1. Emailing your registration form filled by you, along with payment (RTGS/NEFT) details to: fabs.neeta.keswani@gmail.com OR
2. Courier/ Post the form and the cheque / dd (in favor of Fr.C.Rodrigues Institute of Management Studies) to Neeta Keswani at the address below. OR

3. Visit us along with the cheque at:

Fr.C.Rodrigues Institute of Management Studies, Father Agnel Technical Education Complex, Sector 9A, Vashi, Navi Mumbai 400703

For more information please contact Ms. Neeta Keswani, Placement Officer, FCRIMS.
Direct Line : 022-27771085
Board Line – 022-27771000 Ext 239

Program Schedule

Friday, April 27, 2018

Time	Topic
9.30	Registration of Participants
10.00	Welcome by Prof. Dr. Manisha Karandikar, Marketing Faculty – FCRIMS
10.05	Inauguration Address by Prof (Dr.) Sujata Chincholkar , Director FCRIMS
10.15	How to capture the ideas.
11.00	Tea / Coffee Break
11.15	How to teach by Case Method
12.30	Individual reading of a case, "Realty and Emotions in the Classroom-Teaching and Learning Challenges"
13.30	Lunch break
14.15	Group work
15.30	Tea / Coffee break
15.45	Case Analysis and discussion

Saturday, April 28, 2018

Time	Topic
10.00	How to write cases
11.15	Case writing practice
12.15	Tea / Coffee break
12.30	Presentation of written cases
13.30	Lunch
14.15	Group work on case, "Water Crisis in India"
15.15	Tea / Coffee break
15.30	Case Analysis and discussion