

Short term Certificate Programme

On

Case Teaching and Case Writing

03rd to 07th January 2020



By:

Indian Institute of Technology Delhi

About the Programme

The prime objective of long duration management education programmes is to develop in the participants competencies in comprehension, diagnosis, option generation, evaluation, decision making, leadership, execution and contingency planning in situations involving multiple objectives and trade-offs. Faculty in business schools attempt to develop these competencies by imparting knowledge (contextual, conceptual and behavioral) and developing relevant attitudes, skills and habits. This is achieved using a mix of pedagogies like lectures, simulation, and involvement in real life projects, questionnaire feedback, role plays and case discussion. The dominant method in most of the business schools is the case method.

Effective use of case method demands unique competencies from the instructors and the participants. Very often, faculty tend to face difficulty in the class and feel dissatisfied owing to lack of awareness of these demands and ways of responding to them. It is also noted that one can be more effective in using case method if one writes cases, teaching notes and publishes them. Faculty also should be able to recognize the spin off opportunities created by multiple modes of engagement with the case method to realize their own career aspirations and contribute to the growth of their institutions.

Programme Objectives

- ✓ **Delineation of Case Method in Class, Courses and Programmes**
 - Understand Case Method as a pedagogical tool to facilitate learning by participants rather than teaching
 - Develop and enhance skills to design and implement instructor's strategy for leading case discussion
 - Design and implement tools and frameworks for self-assessment of learning by participants
 - Discuss criteria for evaluating and selecting cases and facilitate design of case based courses and programmes
- ✓ **Initiation of Case Writing:**
 - Delineate steps in case writing from identification of case possibility point to preparing the final draft.
 - Develop and sharpen skills of executing key steps in case writing.
 - Discuss contents of a teaching note for cases and provide opportunities to write one.
- ✓ **Exploration of New Possibilities of:**
 - Combining case method with other pedagogies for achieving learning objectives.
 - Harness individual and institutional growth through Involvement in case method and other pedagogies.

Programme Contents (*Broad Topic Outline*)

- ✚ Experiencing the case class as Participants and debriefing about the challenges faced by participants in their learning process.
- ✚ Learning from the above for preparing session strategy as instructor.
- ✚ Preparation of session strategies for a couple of cases, implementation of the same, and debriefing about taking care of contingencies and enhancing session effectiveness.
- ✚ Discussion of framework and tools for setting benchmarks for self-assessment of learning.
- ✚ Combining case method with other pedagogies for achieving learning objectives.
- ✚ Steps in case writing.
- ✚ Exercises in key steps of case writing and writing teaching notes.
- ✚ Spinoffs from teaching through case method and combining with other pedagogies for enhancing individual and institutional growth.
- ✚ Personal agenda for self and Institution growth.

Faculty Resource

The following Faculty members will lead the course:

1. **Prof. Abhinandan K. Jain**, is an independent management academic and facilitator. Has designed and delivered customized and open enrolment workshops on “Case Teaching and Case Writing” for faculty members of management institutions and on “Customer Based Business Strategy” and Strategic Marketing for senior and top executives of large and medium organizations. He served as faculty in Marketing Area of Indian Institute of Management, Ahmedabad (IIMA) from mid-1974 to early-2019. He has also taught at the IPMI, Jakarta and Multimedia University, Malaysia. Has co-authored four books, published papers on marketing and case method, and written more than one hundred cases.
2. **Prof. Mukund R. Dixit**, is an independent management researcher and facilitator. He designs and delivers workshops on ‘Case Teaching, Writing and Research’, ‘Taking Charge and Building Learning Effectiveness of Self and Participants’ and ‘Building Research Competencies’ for faculty members of various educational institutions and on ‘Taking Charge and Leading Strategy’ for senior and top executives of large and medium organizations in India and abroad. Professor Dixit has retired as a faculty member in the Business Policy Area of Indian Institute of Management, Ahmedabad (IIMA) after three and a half decades of service. He has taught at the Multimedia University, Malaysia. He was the Editor of Vikalpa, IIMA’s Journal for Decision Makers. He has written more than hundred cases and published papers in the area of strategic management and case method. He worked in the Corporate Planning division of HMT, a large diversified company in India, prior to joining IIMA.
3. **Prof. Mahim Sagar**, is a Professor at the Department of Management Studies, Indian Institute of Technology in Delhi. He works in consumer-based and community driven marketing/branding of public and private goods and services, which includes streams such as the challenges encountered in marketing public policy, ethical branding and product management. His research covers IT, telecoms, health, FMCG and Public Policy by using inductive and deductive protocols. He is a recipient of the Teaching Excellence Award at IIT Delhi.

Registration

Scanned copy of the duly filled registration with digital payment receipt has to be sent to the course management team through email to teqip.casestudy@gmail.com. The selection will be done on first come first serve basis. Accordingly, the confirmation will be notified to the candidates.

Fee: Rs. 30,000 + 18% GST (excluding lodging and boarding charges)

Bank Details for e-transfer/RTGS/NEFT

(i)	Bank Account No.	36819334799
(ii)	Bank Address	State Bank of India, IIT Delhi, Hauz Khas New Delhi-16
(iii)	Beneficiary	IITD CEP ACCOUNT
(iv)	IFSC Code	SBIN0001077
(v)	MICR Code	110002156
(vi)	Account Type	Saving

Accommodation: Boarding and lodging will be arranged on payment basis for the candidates in IITD Guest House/Hostel/Hotels (under rate contract) on sharing basis. However, due to a limited number of rooms in the guest house the allotment will be on first-come, first-served basis.

Course Management

Prof. Mahim Sagar (Programme Coordinator)
Department of Management Studies, IIT Delhi,
Hauz Khas, New Delhi 110 016. Tel: 011-26597996
Email: teqip.casestudy@gmail.com

Mr. Ashwani Sharma (Project Manager)
Continuing Education Programme (CEP), IIT Delhi
Hauz Khas, New Delhi 110 016. Tel: 011-26597996
Email: teqip.casestudy@gmail.com