



SHORT TERM COURSE ON
CASE STUDY WRITING AND TEACHING

23rd January to 30th January 2018

Overview: A case study provides in-depth analysis of a situation and demonstrates how a decision maker arrives at problem resolution by showcasing problem/s, information search, collection and analysis, alternative generation, evaluation, decision and action plan. The case may provide a historical perspective or provide a snapshot of a situation faced by a manager at a given point in time.

Objectives: The case method is a powerful teaching approach that combines theoretical literature with the practical application. A case represents numerous real life problems that an organisation faces every day that require further analysis and planning. In this Course the participants will be exposed to various methods of case teaching as well as how to use case teaching notes. The participants will also be made aware about nuances of case writing.

<p>Course Contents</p>	<ul style="list-style-type: none"> • Case Method and Understanding the Participants' Perspectives • Introduction to and Challenges in Case writing • Case Lead Generation and Finalisation • Info. Gathering & Outline of Case and Teaching Note • Drafting and Finalising the Case • Reflections on Case Teaching, Case Writing and Future Plans
<p>Who can attend?</p>	<ul style="list-style-type: none"> • Research Scholars and Faculty Members • Industry Practitioners /government organizations • Policy Planners and Decision makers
<p>Fee</p>	<ul style="list-style-type: none"> • Ph.D. and Post Doctoral Fellows from other academic institutes : Rs. 5,000 • Faculty from Academic Institutes: Rs. 10,000 • Professionals from Industry / Research Organizations: Rs. 15,000 • Participants from abroad: USD 500

Teaching Faculty



Prof. Michael Goldman is based at the University of San Francisco. His areas of interest include a number of marketing-related themes, including marketing strategy, sport marketing, sport business. He serve as the Editor-in-Chief of the Emerald Emerging Markets Case Studies.

Course Coordinator



Prof. Mahim Sagar is faculty at IIT Delhi. He is working on topics like Consumer Based & Community driven Marketing/ Branding of Public & Private goods/ services.
Webpage: www.drmahimsagar.net

Register at <http://www.gian.iitkgp.ac.in> by 10th January 2018

Candidates will be informed by 12th January 2018

Fees will be accepted through e-transfer to IITD CEP ACCOUNTS. The above fee includes all instructional materials, computer and internet usage, tea and lunch for the participants. Limited number of accommodation may be available on payment basis. Accommodation requests should be sent to aditi.cep@gmail.com with subject "Accommodation Request" well in advance.