



**CENTRE for
MANAGEMENT
TRAINING & RESEARCH**

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TEACHING THROUGH CASE METHOD

A Practical Guide

Objective

Ever since its inception, at the Harvard Business School, formal management education has relied heavily on the case method of teaching. All the leading Business schools use the case method to develop analytical thinking, and decision making skills. Teaching through the case method requires a different kind of skill. The present workshop is aimed at training teachers of management in the pedagogy of case method.

Programme Content

The program aims to answer questions like:

What is a case? Why use a case? How to analyse a case? How to conduct a case discussion? How to select a case? How to write a case?

While some theoretical inputs will be given, the concentration of workshop will be to demonstrate various concepts through actual case discussions. “Learning by doing” is the focus.

Faculty

Dr. Omparkash Gupta

Omprakash K. Gupta is a professor of management at College of Business, University of Houston-Downtown, USA. He has previously taught at Purdue University, Ball State University, Washington State University, and IIM Ahmedabad. He is the founder director of Nirma Institute of Management. Dr. Gupta has published over fifty research papers in internationally refereed journals such as Management Science, European J. of Operations Research, J. of OR Society, Int. J. of Operations and Production Management, Asia Pacific Management Review, J. of Business Ethics, etc. He is the founder editor of Int. J. of Operations and Quantitative Management and AIMS International Journal of Management. He is also on the editorial boards of several journals. He has helped several young researchers from India, USA, Thailand, Korea, Taiwan etc. publish in international journals and examined doctoral thesis of candidates from universities in India, S. Africa, Thailand, etc. He had delivered keynote speeches all over the world. He is also the founder of AIMS International. AIMS International has been organising an international conference every year for the last seven years. The last one was at IIM Bangalore and the next is at IIM Ahmdabad. He won “Excellence in Research Award” twice from Prairie View A&M University within last four years.

Dr. Gupta has successfully conducted several workshops/seminars at National Taiwan University, National Cheng Kung University in Taiwan, Osaka Institute of Technology (Japan) and several Indian institutions. For his full resume, and other information, please write to: Omgupta1950@yahoo.com.

Dr. Gupta will be assisted by Prof. Vipin K. Dewan, Dr. Shabnam Priyadarshini and Prof. Avneet Bajwa, all from CMTR.

Venue, Date and Workshop Plan

August 3-4-5, 2010, at Centre for Management Training & Research, Kharar

August 3, Tuesday

Session-I.	1:30-2:15	Inauguration and overview of the workshop (Chief Guest, Vipin Dewan, Om Gupta)
Session-II.	2:30-3:30	What is a case? Why use cases? (Vipin Dewan)
Session-III.	3:45-4:45	A case (Om Gupta)

Assignments:

- A Fall Before Rising: The story of Jaikumar (A) – come prepared for class presentation
- The Arvind Eye Hospital Case: Class Discussion – come prepared for class discussion

August 4, Wednesday

Session-IV.	9:15-10:45	Case presentation and discussion (Jaikumar A) (Om Gupta, Avneet Bajwa and Shabnam Priyadarshini)
Session-V.	11:00-12:30	How to analyze a case (Om Gupta)
Session-VI.	1:30-2:45	Integrating cases in business curriculum: Class discussion (Vipin Dewan)
Session-VII.	3:15-4:45	The Arvind Eye Hospital Case: Class discussion (Om Gupta, Avneet Bajwa and Shabnam Priyadarshini)

Assignment:

Reliance Baking Soda: Optimizing Promotional Spending -come prepared for class presentation

August 5, Thursday

Session-VIII.	9:15-10:45	Case presentation and discussion (Reliance Baking Soda) (Om Gupta, Avneet Bajwa and Shabnam Priyadarshini)
Session-IX.	11:00-12:30	Tips for using Cases (Om Gupta)
Session-X.	1:30-2:45	Writing a case: Why bother? (Om Gupta)
Session-XI.	3:15-4:00	Feedback and Valediction

Fee

As the workshop is sponsored by PTU, there is no Fee for the teachers from the PTU affiliated colleges.
Others : Rs. 2500/- per participant.

Registration/Nomination

Registration/Nomination is open to all teachers of management who wish to learn the usage of the case method of teaching. To ensure effective learning, the number of participants is limited to 30. Registration should include name, address, phone and e-mail contacts.

For any clarification or information please contact workshop co-ordinator **Dr. Shabnam Priyadarshini.**
(**Mob: 9815525250**)

Deadline

All registrations/nominations should reach by **August 2, 2010**, along with registration fee (if any). Since there is a cap on number of participants, acceptance of applications may close prior to the deadline. It is, therefore, advisable to register early.

Information and Mailing Address

Please send registration/nomination and fee to:

Centre for Management Training & Research,
V.P.O. Textile Colony, Khanpur,
Kharar, District Mohali, Punjab -140301
Email: director@cmtrindia.org.

The program is non-residential. Participants will have to make their own stay arrangements. Bus facility will be available from select locations.