



EduExcellence

**Presents
Workshop on**

Effective Teaching through Case Study Methodology

29 Sep -01 Oct, 2011

At

I.I.T. - Delhi

**Programme Director
Dr. Harish Chaudhry (IIT Delhi)**

Venue

**Department of Management Studies, Vishwakarma Bhawan,
4th Floor, Shaheed Jeet Singh Marg, Indian Institute of
Technology, New Delhi-110016**

About the Workshop

Case study method is the acknowledged approach to the teaching of management. Management is an applied discipline. Experience is a great teacher. It gives the lesson first and the learning later. Theory often fails to drive home and does not get internalized. The case method simulates the real life situation and places the student in the position of the business manager required to make a set of decisions.

With the case method, the process of arriving at an answer is more important than the answer itself. In the process the student learns the process of decision making. The student also learns to support the decisions with appropriate analysis and communicate ideas both orally and in writing. The method of teaching thus shifts much of the responsibility to the student. The methodology shifts from Instructor Led Teaching (ILT) to a Student Pull Learning (SPL).

Studying through the case method results in development of skills in critical thinking, reasoning and communication. When the viewpoint is challenged and conflicting views surface, the student develops a greater awareness of the complexities of managerial decision making.

With significant participation from the students, the classroom becomes an exciting and inviting place and learning becomes fun. Set in a simulated real life environment, the learning becomes internalized. Clearly, the case method of teaching is a more effective way of teaching most management topics.

While we all appreciate the need for using the case method, not many of us are adept at the same.

This workshop is aimed at sharpening our skills in the case method of teaching.

There are three clear requirements of effective teaching using the case method

- Identifying the most effective cases for the topics covered in the course.
- Preparing to lead the class discussion.
- Leading the class discussion in a manner such that students discover the theory rather than be informed about it.

Given the contextual nature of management education, the best cases are the ones developed by the instructor and hence the course instructors become effective course co-ordinators when they develop live case material.

This workshop using the case method of teaching shall help the participants in developing skills in the above areas and shall close with a project on case development.

Contents

- Application of the case method.
- Criterion for selecting the relevant case.
- Analysing the case.
- Leading the case discussion.
- Do's and don'ts of a case discussion.
- Writing an appropriate case.

Methodology:

A judicious mix of lectures, case discussions, experience sharing, simulations and role-play shall form part of the methodology. The participants would develop an action-plan for implementation at the end of the workshop.

Participants

The participants of the workshop shall be Professors/Lecturers and Owner Managers of the Business Schools desirous of sharpening their teaching skills and competencies. Research Scholars and Students who are looking towards teaching as a career option can also participate.

Program Dates and Venue:

- The programme shall be organized at IIT Delhi during 29th September – 01st October, 2011.
- The programme shall begin at 9:00a.m. on 29th September 2011 and close at 5 p.m. on 01st October 2011.
- The programme shall be held in the Syndicate room of the Department of Management Studies, 4th floor, Vishwakarma Bhawan, Shaheed Jeet Singh Marg, IIT Delhi, New Delhi-110016.

Accommodation:

Accommodation in the Guest House/Hotel nearby IIT Delhi shall be made available to the participants desirous of the same. The rooms are available on twin sharing basis and will be offered on first come first serve basis.

Registration Fees:

Rs. 12,000/- (non residential) per participant. The fee would include certification cost, faculty fees, course materials, stationery and working lunch/tea/coffee during the breaks.

The guest house charges for accommodation shall be borne directly by the participants.

Participants may be nominated by their organizations or participate on their own. The duly filled registration form along with Cheque/Demand Draft drawn in favor of “**Eduexcellence Educational Society**” payable at New Delhi should reach us on or before 17th September, 2011. The same may be sent/mailed to **Dr. Harish Chaudhry (Programme Co-ordinator), 507, Department of Management Studies, Vishwakarma Bhawan, Shaheed Jeet Singh Marg, IIT Delhi, New Delhi-110016.** The registration form is enclosed. The details are also available on www.eduexcellence.org

Resource Persons:

Dr Harish Chaudhry: Department of Management Studies, IIT Delhi

(An IIT Kanpur, IIM Bangalore Alumni. Dr Chaudhry holds PhD in “Excellence in Management Education”. Trained by RWTUV, Germany in TQM, BaaN Systems. Holland in ERP and IBM in dB2, Dr. Chaudhry is a consultant and trainer of repute to the corporate sector.

Dr Rajendra Nargundkar :IMT Nagpur

An IIM Bangalore alumna with PhD from Clemson University USA, Dr. Rajendra Nargundkar has taught in leading Indian business schools, like IIML and IIMK and in U.S. universities. He has trained over 1000 executives at Kirloskar Institute, IIM Lucknow and IIM Kozhikode, PESIT and IFIM.

Dr Mohammad Akbar: Indian Institute of Management, Lucknow

AN M.Sc., M.PHIL.(Stat.), AMU: M.Phil, Ph.D.(Social Systems), JNU, Dr Akbar's Interest areas are Strategic Management and Entrepreneurship. His research areas has been Intrapreneurship; Core Competence; R&D Management.

Besides them, a number of senior professors from IITs and IIMs shall contribute to the program. Senior consultants and executives from industry shall come in for special topics.

Certification:

EduExcellence Educational Society shall issue a certificate of participation to all participants of the workshop.

Inquiry:

For further information please contact the workshop executive, Mr. Ankur Saini 0-9999051119/ankur@eduexcellence.org or visit www.eduexcellence.org.