

Faculty Development Programme on  
**Case Method of Teaching and Writing**

January 17-18, 2019  
FORE Campus, New Delhi



Program Directors:  
Prof. Anupam Narula & Prof. Himanshu Joshi



**FORE SCHOOL OF MANAGEMENT, NEW DELHI**

## About Program Directors

*Prof. Anupam Narula, is M.A (Eco), PGDBM (Marketing) and Ph.D (Eco) and brings with him more than 20 years of rich experience in teaching, research and industry. He is silver Medalist in PGDBM. He was Area Chairman Marketing at FORE from 2012-2014. He was also Professor-in-Charge Alumni Relations at FORE for 4 years from 2011-2015.*

*Prior to joining FORE, he successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new management education programs. He has presented papers in various reputed international and national conferences and published research papers and articles in reputed journals, magazines and edited books. He has travelled extensively all around the globe as part of his research work. He is on the editorial review board of two international and three national refereed journals. He has been invited as external expert member by various universities and premier management B-schools in India.*

*His teaching, research and training areas of interest include Consumer Behavior, Service Marketing, International Marketing Management and Indian Higher Education. He has conducted MDPs for corporate executives in both public and private sector organizations like TATA chemicals Ltd, IRCTC, MTNL, Mahagun Group, Sentiss pharmaceuticals, Relaxo footwear, Tata Pigments Ltd, Jain Irrigation systems Ltd, Oriental Refractories Ltd, G.D Foods Mfg. Pvt. Ltd., Directorate General of Resettlement Indian Army and many others. He can be reached at: <anupam@fsm.ac.in>.*

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# Case Method of Teaching and Writing

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## INTRODUCTION & OBJECTIVES

The primary goal of this FDP is to introduce you to case teaching and writing processes. It will give you the necessary tools to begin writing cases for Indian Business Context and provide you the necessary support to begin using cases in your teaching syllabus.

## DELIVERABLES

This Faculty Development Program will help the participants in answering the following questions:

- How to prepare with a case?
- Exploring case teaching styles?
- Are cases functional or cross functional?
- What should be the right size of the case?
- Are only Harvard & Ivey approaches to cases the ones to be taught in the class?
- How to prepare course outline with a case orientation?
- How to conduct a case discussion from learner's perspective?
- How to analyze a case?
- How to conclude the case in alignment with the session objectives?
- How to prepare teaching note to support the case?
- How to give the case feedback to the students?
- Development and Publication of coauthored cases in Ivey and Harvard.

## CONTENTS

### Day 1

- Introduction to Case Method of Teaching
- Case Teaching for Strategy and Leadership – Case 1
- Designing the syllabus for a case and preparing students to learn – Case 2
- Tips on preparing to teach a case & methodologies to evaluate student learning in a case based environment

### Day 2

- Examining the case method from the learners' perspective and writing a case memo of prospectus
- Overall case writing process: starting with case origination, generating and securing a lead and preparing for your first interview with the case lead
- Building a brain storm, Building a research plan, Secondary research the role of teaching note, Primary Research and Developing your first draft
- Case-3

## METHODOLOGY

This is an interactive program which will guide participants through the fundamentals of the case method teaching and case writing. This program aims to develop confidence and help teachers, trainers & researchers plan and select the best cases, approaches for their students or colleagues. Content will be covered through a combination of theory, best Ivey & Harvard cases and practical exercises.

## WHO SHOULD ATTEND

Teachers, Trainers and Researchers employed in management schools, university departments, degree colleges, professional institutes, training centers of business enterprises, staff training institutes of central and state governments. The program is especially helpful for participants, who teach management and allied subjects like commerce, human resource and labor relations, organizational behavior, marketing, statistics, operations, economics, banking, finance, computer applications, strategy & sociology.

## PROGRAM DATES AND TIMING

Dates : January 17-18, 2019

Timing : 9.30 am to 5.30 pm

## VENUE

FORE School of Management, Adhitam Kendra, B-18 Qutub Institutional area, New Delhi-110016

## PARTICIPATION FEE

The participation fee on non-residential basis covering professional fee, program kit and lunch is as follows:

|                            |   |                            |
|----------------------------|---|----------------------------|
| Corporates                 | : | Rs.8,000/- per participant |
| Faculty Members            | : | Rs.5,000/- per participant |
| Research Scholars/Students | : | Rs.3,000/- per participant |

**In addition, GST @ 18% is payable. Fee is payable in advance by the way of Local cheque/DD in favor of "FORE School of Management" payable at New Delhi.**

**Residential** - FORE School of Management shall provide assistance in arranging suitable accommodation on specific request on payment basis.

## REGISTRATION

The registration form duly filled, along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The institute will issue a certificate of participation on conclusion of the program.

## About Program Directors

*Prof. Himanshu Joshi, Associate Professor has been into teaching, training and research for more than 15 years. He has published several research papers in national research journals and presented research papers in reputed national and international conferences. He has conducted in-house executive development programs for organizations like MMTC, ONGC, Bharti Televentures, AstraZeneca and Directorate of Resettlement, Indian Army. He was also instrumental in conducting one international training program for women Entrepreneurs from Pakistan in the area of Micro finance and Micro enterprise Management. He holds MBA (Finance), and Ph.D. Degrees. His areas of interest include Fixed Income Securities, FOREX Risk Management, Spreadsheet Modeling and Investment Analysis. He can be reached at:  
<himanshu@fsm.ac.in>.*

## ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission “To achieve and sustain Leadership in Management Education, Research, Consultancy and Development”.

### Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Finance) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA)
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU)
- FORE has been awarded “SAQS Accreditation” by Association of Management Development Institutions in South Asia (AMDISA)
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses



Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts Management Development Program/Faculty Development Programs to equip managers/faculty members with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs/FDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programs tailored to suit organization's needs on topics/areas specifically required by an organization. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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*For registration/any other information, please contact:*

**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

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E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)



# FORE School of Management

Workshop on  
**Case Method of Teaching and Writing**  
January 17-18, 2019, FORE Campus, New Delhi  
**Registration Form**

Name:

Designation:

Institution:

Address:

Phone (O):

Residence:

Mobile:

Email:

Fax:

Your expectations from the programme:

Payment Details: (Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: \_\_\_\_\_ Date: \_\_\_\_\_  
Amount: \_\_\_\_\_ )
- Payment is under process and will reach you before the programme

Signature of Sponsor

**(Please return the completed form by post, or  
email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in):**

**Executive Education Office  
FORE School of Management  
B-18, Qutub Institutional Area  
New Delhi 110 016**

*Note: Please feel free to make copies of this form for additional registrations.*