

Workshop on Case Writing

Topic	Workshop on case writing
Participants	Faculty, students, researchers and academicians
Rationale	Case-based teaching is the need of business schools across the globe. Lecture method and traditional approaches have limited scope and perhaps no longer needed in management education. Lots of business schools have already started case-based pedagogy and they have successfully positioned in management education. Indian business schools are not behind in following the case-based teaching. Some business schools have stepped in long before whereas some schools are still behind to follow case-based teaching. Case-based pedagogy is an essential ingredient that positions business school in the different league. This enormously impacts the management schools rating and ranking. And this is possible when faculty write their cases. They can significantly minimise their dependency of buying cases, thus reducing the Institute's expenses.
Methodology	Participative approach, lectures, presentations, case discussion, real business issues and writing cases
Duration	1 day
Resource people	In-house faculty and/or along with industry personnel with relevant experience
Expected outcomes	There are three expected outcomes of the program- <ol style="list-style-type: none">1. Understanding components of case writing2. Understanding structure of case3. Developing ability to write cases