



ASIA-PACIFIC INSTITUTE OF MANAGEMENT  
New Delhi

# WORKSHOP on CASE TEACHING AND CASE WRITING

Date: October 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> 2012 | Venue: Asia Pacific Institute of Management

In association  
with



# Objective

Teaching through thought provoking multidimensional, multidisciplinary and engaging cases is a very challenging experience. Cases come closest to simulating corporate reality in the class room. They help develop multi dimensional problem solving skills. However, finding relevant case for a specific situation presents a tough challenge. The best solution can be writing and developing own cases. But finding an interesting and relevant topic, collecting pertinent information, setting the context and raising issues which stimulate discussion and above all writing a coherent, focused and challenging case is not easy. To resolve these issues AIM is organizing a Case Writing and Teaching Workshop focused on Developing, Writing, and Teaching through cases

# Speakers Profile



## Prof. R.S Dhankar

Dean FMS Delhi University

*M.Com., Ph.D. PDS (UCLA)*

Ex- Vice Chancellor -

Maharshi Dayanand University Rohtak.

Prof. Dhankar is an acknowledged expert in case teaching methodology.

His research interest includes Merger & Acquisition, Financial Management & Security Analysis.



## Prof. S. K. Jain

HOD MBA IIT Delhi

*Ph.D. IIT / K Department of Management Studies*

Prof Jain is the head of department of management studies in IIT Delhi. His area of Interest is Managerial Economics, Entrepreneurship Management & Intellectual Property Rights.



## Prof. N K Gupta

Professor IIM Lucknow

*MSc.(O.R.) Delhi University, Ph.D. (O.R.-Management Studies) B.H.U.*

Prof. Gupta's research areas include Quantitative techniques in Management (Business Statistics and Operations Research)

Multi criteria Decision Making and Materials Management.

# The Training Contents Are

## Day 1

- Teaching with a Case: Introduction to Case Teaching
- Benefits of Case Teaching
- Participant sharing of experiences using Case teaching methods
- Defining Goals while teaching through cases
- Approaches to handling cases
- Appreciating nuances of Case Teaching

## Day 2

- Case study using Data Analysis
- Case Study with a decision tree
- Course Planning using cases
- Key evaluation criterion in International Case Selection
- Art of Case writing
- Research by visiting - a Company/mall to develop a case

## Day 3

- Incorporation of key concepts in case
- Creating dilemma and interesting issues in case
- Editing case and making it more pertinent
- Rewriting presented case adding new perspective
- Case Synopsis – Presentation by Participants – Followed by an Open House

## For Whom

Academicians and Faculty members of higher Educational Institutions, Colleges and Universities. Members of Industry, interested in teaching career may also participate.

## Pedagogy

Case discussions, experience sharing, class presentation, case analysis and research.



## Prof. R. Nargundkar

Sr Dean IMT(Ghaziabad)

Prof. Nargundkar is widely known for his books on Marketing Research and Services Marketing. He has worked at IIML and IIMK, Kirloskar Institute, and is currently Sr. Dean at IMT Ghaziabad. He has written several cases and initiated a Case Conference while at IMT Nagpur.



## Prof. S Rawlinson

Professor / Academic President, JRE Group of Inst.

Prof. Rawlinson is an award winning international tertiary-level educator. Former VP,Academic,Raffles Education Corporation,Singapore.

His case study teams have competed successfully at national and international levels including winning the prestigious Global Business Case Competition at the University Of Washington, USA.



## Prof. Chetan Bajaj

Dean AIM Delhi

*Fellow IIM-B and M.Com (DSE)*

Prof. Bajaj has over 30 years experience in prestigious organizations like PWC, Apollo Tyres, Kirloskar Group, MDI Gurgaon etc.

He has been consultant to over 50 top MNCs and National companies  
Dr Bajaj has been visiting Faculty with IIMs and top universities abroad.

## About the Institute

Asia-Pacific Institute of Management (AIM) is ranked amongst the top Business Schools in the country. Established in 1996, the institute has achieved a status of distinction by following the path envisioned by its founders. Their passion for supreme quality management education is evident in every endeavor undertaken at the institute. Asia-Pacific is proud of its faculty consisting of dedicated thought leaders, an infrastructure that can compete with the best and a curriculum that is upgraded regularly to keep in tune with industry needs. Concerted effort on the part of the management, the faculty and the staff enables AIM to groom business leaders capable of contributing towards a global corporate order. A robust interface with Industry is ensured through guest lectures, industry visits and industry training opportunities. For more details, please refer [www.asiapacific.edu](http://www.asiapacific.edu)



### Registration

**Regular Registration fee:** Rs. 6000+12.36% Service tax per participant. This includes course material, presentations, networking tea/coffee, and full lunch.

**Registration Remittance:** Fees are payable by **DD** in favour of 'Asia Pacific Institute of Management' payable at Delhi.

**Fees can also be paid through online payment gateway:**

Name of Accountholder: **ASIA PACIFIC INSTITUTE OF MANAGEMENT**

Bank: **Indian Bank, Jasola Branch, New Delhi**

Account No. : **700405478** / Account type: **Savings**

IFSC Code: **IDIB000J033**

For further details and information's kindly contact:

### Program Director

**Dr. Chetan Bajaj**

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Dr. Chetan Bajaj has been consultant with over 50 MNCs & National Companies from India, Europe, Japan & USA. He has trained over 5000 executives of top MNCs & National companies. He has delivered in more than 150 MDP in India and Abroad.

### Program Coordinator

**Prof. Arindam Banerjee**

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Mr. Arindam Banerjee is a fellow of The Institute of Cost Accountants of India (FCMA), a Certified Financial Planner (CFPCM), and a partly qualified Actuary by qualification. He possesses around 15 years of experience in industry and academic.

### Contact Person

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