



**A REPORT OF THE
FACULTY DEVELOPMENT PROGRAMME
ON
CASE WRITING**

Organized

By

GUJARAT TECHNOLOGICAL UNIVERSITY

**Council for Human Resource Studies and Organizational Structures
(GTU-CHRSOS)**

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NARMADA COLLEGE OF MANAGEMENT, BHARUCH

13TH - 14TH December, 2014, 17th - 18th January, 2015, and 14th April, 2015

Gujarat Technological University and Narmada College of Management have organized a unique faculty development Programme on Case Writing of six days duration which will be completed in three phases. The first phase was held at Narmada College of Management on 13th-14th December, 2014.





Elaborately discussing both, the issues related to teaching learning through the case method and the intricacies of case discussions in classrooms related to students, she urged the participants to be thoroughly prepared before entering their classes for a case discussion with their students.

The post lunch session was dedicated to a discussion on the case, “Gilding Community with Glittering Zari”, which Prof.(Dr.) Renuka Garg has written along with Prof.(Dr.) Manish Siddhpuria. She highlighted and brought about some very intricate and interesting points related to certain practical aspects of the case which the participants missed in their reading of the case. The case, as suggested by her can be used in various differing situations, depending on the topic under discussion. All the participants actively participated in the discussion and were delighted to experience a discussion of a real case, written by the facilitator herself.



The second day of the programme was facilitated by Prof. (Dr.) Satendra Kumar, Professor & Head, Research Centre, CKSVIM, Pratapnagar, Vadodara. He began with sharing his own experience of writing and publishing a case and the problems associated in the process of selecting the right kind of topic, organisation, getting all the relevant permissions from authorities and finally getting case clearance from the organisation.

Discussing his detailed note on the process of writing a business case he shared many practical insights with the participants.



The afternoon session was devoted to discussing a case on Worldcom.com, the famous creative



accounting case that led to the fall of the company in 2002. Elaborating the ethical issues involved in the case, Prof.(Dr.) Kumar supplemented the case with enlightening experiences of ethics from his own personal life. Encouraging the participants to actively contribute to the academic community by developing and writing cases on their own, he

also highlighted the advantages of teaching their own cases by faculty members in the classroom.

17TH - 18TH JANUARY, 2015

The second phase of the FDP was held on 17th -18th January, 2015. During this phase the



participants had to make presentations on their cases and get feedback from the experts on their presentation. Subsequently they shall be going back and completing the final draft of the case.

The session on 17th January was conducted by Dr. Rajeshwari Narendra, Director, National Academy of

HRD, Ahmedabad and Visiting Faculty at Harvard Business School, IIMA, and IIM Udaipur. In the pre lunch session we had presentations by the participants on their case ideas and the preliminary work that they had done on the cases.



Dr. Rajeshwari Narendran listened carefully to each and every case presented and later gave inputs on various aspects of the case to all the presenters. This became the starting point of discussion for the post lunch session.



The post lunch session focused on various structural issues related to case writing like Case research, Case study as a pedagogical tool, an Individual case study and Arm chair cases. She stressed on issues like the motivation to write a case, the area of application of the case, objective of writing the case – whether teaching or publication. She gave valuable insights on the dilemma or challenge as the central issue in a case, the importance of the title in a case and teachability of the case. The participants were also given a practical exercise on developing perspective for a case. All the participants were divided in groups and each group attempted to create a perspective on a given topic chosen by them.



The sessions for the second day were conducted by Dr. S O Junare, Dean, Faculty of Management, GTU and Director (NICM, Gandhinagar). He gave various important suggestions and learnings on practical aspects of case writing from his own experience. He also highlighted various issues and topics on which excellent cases can be developed and taught in the class.

He urged the participants to interact aggressively with the industry and develop active relationships with them. This will lead to identifying issues on which cases can be developed.



The session ended with question answers and clarifications on various issues raised by the participants.

14TH APRIL, 2015

The third and final phase of this programme was held at Narmada College of Management, on



14th April, 2015. The expert session was conducted by Dr. Rajeshwari Narendran, Director, National Academy of HRD, Ahmedabad and Visiting Faculty at Harvard Business School, IIMA, and IIM Udaipur.

She was also an expert during the second phase of the FDP, so her presence in the final phase ensured that the rigour in writing and presentation of the

cases was maintained by all the participants. All sixteen participants made a final presentation on the cases developed by them as part of this FDP.

Sr. No.	Title of the Case	Authors
1	Call for Comfort	Prof. Riddhish Joshi Prof. Mehulchandra Mehta
2	Distinctly Different : SWAD	Dr. Jitesh Parmar Prof. Sanjay Joshi
3	Million Morons of Monday : Big Billion Day	Dr Vijayendra Gupta Prof. Swapna Nair
4	Innovation at any Cost : Product Development at Star	Prof. Rachana Vyas

	Plastics	
5	Enters the Draagon	Prof. Sandipan Bandopadhyay
6	Never Say Die : A case study of Ambica Salt Works	Dr. Trupti S Almoula
7	Spreading Happiness Far and Wide	Prof. Smita Nair Prof. Subhash Yadav
8	Its time to give a stir	Dr. Hemlata Agarwal
9	Will the Just Prevail	Prof. Rashmi Ghamawala
10	Will India touch the cloud	Prof. Sameer Rohadia
11	Will you be the next richest Indian Invetor	Dr. Chetna Makwana
12	Solid waste Management Business : A cake needing special skills to enjoy. A case study of BEIL Ankleshwar	Prof. Prabir Chandra Padhy



All these cases were sent to Dr. Rajeshwari prior to the presentations. She studied them in detail and gave her feedback and comments on each and every case discussed and presented. The session was lively with each faculty actively participating in the discussions.

In the valedictory session, Dr. Trupti Almoula, I/c Director, Narmada College of Management, gave an overview of all the three phases and also discussed how the idea began of this staggered FDP on case writing. Later, all the participants were awarded the certificates by Dr. Rajeshwari Narendran.

The objective of the FDP on Case Writing was essentially to equip the Faculty Members of B-



Schools with the skills of Case data collection, case development (case writing) and case teaching. The intention was also to make available regional / local cases for study by students.

The evaluation of the effectiveness of this 5 day FDP as felt by the participants is as under:

- Everyone of them had a strong and focused need to learn the art and skill of Case writing. Their respective Institutes also supported their development thus.
- This brought in utmost sincerity to the process by each and every participant.
- A majority of the participants agreed to the conduct of the FDP in 3 – phases while quite a few did want the same to be conducted at a stretch and with a common resource person all throughout, for better output.
- All the participants appreciated the efforts of the Narmada College of Management team, especially the co-ordinating team in making this a successful event.
- All participants also appreciated the resources and hospitality extended, without which the element of enjoyment in learning would have been missing.
- The learning experience has been very rewarding for most participants while they also admit that continuity of the process of case writing alone will help them master this art and skill.
- Most participants admitted that, had they put in more sincere efforts right from the first day, their gain would have been better. However, everyone’s self-confidence with respect to their ability to write cases has been boosted.



All the participants were excited at the fact that their case would be part of a book (with ISBN number) of Management Cases, which shall be discussed in the class rooms of various B – Schools affiliated to GTU.