



Report on Faculty Development Programs ‘Case Writing and Developing Case Teaching Skills from’ 25th March to 29th March, 2019

Faculty development program on case writing and developing case teaching skills was held from 25th March to 29th March, 2019 sponsored by AICTE and GTU at Graduate School of Management Studies, IIT shed-4 GTU Chandkheda Campus. More than 40 faculty members from various management colleges affiliated to GTU and from other University attended the same. The objective of the FDP was to give the exposure to the faculty members on case writing and developing along with case teaching skills. Program was to highlight all learning aspect of case study and covered various methods of case writing and developing and best practices on the case teaching and developing.

Inaugural of FDP was held at GTU Chadkheda campus in presence of Honourable Vice chancellor, GTU Dr. (Prof.) Navin Sheth, Mr. Atul Mistry, Dr. A.H.Kalro (Former Professor, Ex. IIM Ahmedabad) Dr. J.C Lilani (I/C registrar) and Dr. Hemant Trivedi (Former Dean, PDPU).

The first session was delivered by Dr A.H Kalro Former Professor, Indian Institute of Management (IIM), Ahmedabad. He started with importance of case method and management education, his emphasis on genuine education. He also shared his various experience on case teaching and developing. He said all the actions have their consequences problem for you may not problem for me. According to him case should be analyse and act as there is no easy solutions. He discussed on various Management skills and different management instructions and pedagogies. He clarified teacher’s role in the classroom and how to analysis case for discussion.





The second session was conducted by Prof. (Dr. Hemant Trivedi (Academic Consultant). He started the session with discussion on different types of cases and uses it for different motive. He elaborated the various role of teacher when teaching case. He also give some tips how to identify specific set of objectives for any case. According to him, it is not just cut, paste and edit job but it's your own story which has continuity and connectivity both. From second session onwards Dr. Hemant Trivedi guided participants how to choose the case lead and what are the criteria should be followed to write a case which can be the study material or learning resource for management students. He made group of three participants and gave them task to do the brain storming to identify the lead for their case. In his different session he moulded the thoughts of students and material they have gathered for write a case. During his session he nurtured ideas of participants. During his 5 days session Dr. Hemant Trivedi encouraged participants to develop a case and evaluate the same.

On the 2nd day 4th session was led by Dr.Hitesh Shukla (Professor, Saurashtra University). He differentiate the concept of developing case study and developing case teaching notes. He briefed about teaching notes and he explained how to conduct case discussion in the class. During his session he emphasised on the involvement of case learner and his or her perspective on teaching notes.



On the 4th day, first session was delivered by Dr. Margie Parikh, Professor, B K School of Management, Gujarat University, and Ahmedabad. She talked about Video cases Illustration method which can make topic more interesting and can help students to improve their visualization skills through cases. Along with that she discussed her case study on Jaipur Rugs. She talked about the hurdles as case developer she faced.



Dr. Pramod Palival, (Dean, School of Petroleum Management, PDP, Gandhinagar) has given his views on their importance of literature review, data concepts and theories which can be applied when case studies are developed.

Presentation on case study was made during the last day of FDP.

Concluding remarks were given by Dr Pankajray Patel and he thanked all the participants for their active participation in this 5 days AICTE and GTU sponsored FDP.



GUJARAT TECHNOLOGICAL UNIVERSITY

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ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Day/ Date	Session 1		Session 2		Session 3		Session 4	Notes	Remarks
Day 1	Management Education and Case Method Dr. Kalro	Fitness Break	Case Analysis Discussion	Lun ch	Types of Cases and Uses	R e f e r e n c e s B r e a k	Approaches to Case Writing	Team Formation; Task Identification and Evaluators' selection	Participants to prepare probable case topics/ areas through media sources
Day 2	Approache s to Case Analysis Marketing managem ent		Video Case Illustration Dr. Margie Parikh Jaipur Rugs		Identifying a Case Opportunity Financial Analysis of Case by Dr. Hitesh Shukla		Case Situation Developme nt Exercise	Deciding on a case Industry/co mpany; Identifying Managerial function for case situation	Sourcing secondary data
Day 3	Academic writing and Writing for Case Developme nt		Proposal Writing and Approvals		Importance of Literature Review, Data, Concepts and Theories Dr. Pramod Paliwal		Primary Data Collection for Case Developme nt – Interviewing Dr. Pramod Paliwal	Drafting a Case and Teaching Note	Draft to be prepared and shared with evaluators
Day 4	Case Evaluations - Presentatio ns		Case Evaluation s - Presentati ons		Analysing Case Deficits and Revision Planning		Discussions on Revision Planning with Evaluators	Final draft of case to be prepared	Teaching approach and notes to be prepared. Identifying additional reading material to be distributed
Day 5	Teaching Your Case		Teaching Your Case		Challenges in Conducting a Case		Concluding the Teaching Note and Vote of Thanks	Participants shall finalise the case and teaching notes	Most of you shall have a complete case and teaching note by now.