

# FACULTY DEVELOPMENT PROGRAMME



IILM, GREATER NOIDA BRINGS TO YOU

## EFFECTIVE TEACHING THROUGH CASE METHOD

19-21 JAN 2011



### RESOURCE PERSONS

Dr. Irfan Rizvi (Director, IILM-GSM)

Prof. Suman Sarkar (HOD & Professor, IILM)

Dr. Puneet Dubish (Associate Professor, IILM)

Dr. Jay K Mitra (Former Head & Dean, FMS, DU)

Dr. Harish Chaudhary (IIT Delhi-DMS)

Dr. Mahim Sagar (IIT Delhi-DMS)

### PROGRAMME COORDINATORS

Ms. Ahinsa Arya    Ms. Shweta Awasthi

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17-18, Knowledge Park-II, Gautam Budh Nagar

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## About the Workshop

*"Education is hanging around till you have caught on" --- Robert Frost*

Management is an applied discipline where theory, practice, experience and talent all come to one sharp point. The discipline of management is ideal for using case method teaching because of the wealth of practical, real life examples that can be used to contextualize the theoretical concepts. The case method simulates the real life situation and places the student in the position of the business manager required to make a set of decisions.

Case discussion is interactive, student-centered exploration of realistic and specific narratives that provide grist for inductive learning. In this process the student learns the process of decision making. The students engage in the intellectual and emotional exercise of facing complex problems and making critical decisions within the constraints imposed by reality, e.g. limited time and information, and pervasive uncertainty.

Studying through the case method fosters critical thinking, blend affective and cognitive learning, teach questioning and self-directed learning, enliven the classroom dynamics and develop a greater awareness of the complexities of managerial decision making. The case method of teaching is a more effective way of teaching most management topics.

Case method requires more intense effort, from both students and teachers. We all appreciate the need for using the case method, not many of us are adept at the same.

This workshop shall help the participants in sharpening the skills in the case method of teaching.

## Objectives

- To learn pedagogical techniques of case method of teaching in management education.
- To identify the most effective cases for the topics covered in the course.
- To learn to handle class dynamics.

## For Whom

The workshop is aimed at management professionals/teachers/Research Scholars desirous of enhancing their skills and competencies. The focus of the programme will be on case method which is useful for trainers/ teachers in management education.

## Content

Understanding case method	Criterion for selecting the relevant case
Reading a case	Analyzing the case
Leading the case discussion	Overcoming the difficulties of case method
Do's and don'ts of a case analysis	Writing a appropriate case

## Resource Persons

**Dr. Irfan Rizvi**  
*(Professor & Director, IILM – GSM)*

**Dr. Jay K Mitra**  
*(Former Dean and Head, FMS, DU)*

**Prof. Suman Sarkar**  
*(HOD & Professor, IILM)*

**Dr. Harish Chaudhary**  
*(IIT Delhi- DMS)*

**Dr. Puneet Dublish**  
*(Associate Professor, IILM)*

**Dr. Mahim Sagar**  
*(IIT Delhi-DMS)*

**Mr. B Kannan\***  
*(General Manger- Chocolates & Confectionery, Nestle India)*

### Details of Resource Persons :

#### **Dr. Harish Chaudhary**

Dr. Harish Chaudhary is faculty of Marketing at IIT, DMS, Delhi. He holds a B. Tech from IIT Kanpur and PGDBM from IIM Bangalore. Dr Chaudhry holds Phd in “Excellence in Management Education”. Trained by RWTUV, Germany in TQM, BaaN Systems. Holland in ERP and IBM in dB2. He has worked for Dunlop and NIIT before shifting to academics. Dr. Chaudhry is a consultant and trainer of repute to the corporate sector. An avid marketer, he has taken up major consultancy projects with many organizations like Godfrey Philips and served as Director of a Home Appliance Company.

#### **Dr. Irfan Rizvi**

Dr. Rizvi is a Professor of Leadership & Change Management, and Director, IILM-GSM. He is a science graduate, with PG in Organizational Psychology and Management and has received his Doctorate from DU in Leadership. In over 21 years of his career, he has taught, trained, researched and consulted with various private, public, non-governmental, and multinational corporations including WHO, DFID (United Kingdom), AusAID (Australia), and SDC (Switzerland).

Dr. Rizvi is a recipient of the US Government Fellowship under ‘Future Leaders Program’ from the Department of State, US Government.

His professional pursuits have taken him to countries like Australia, Canada, France, Germany, Portugal, Singapore, Thailand, UK, USA, and Vietnam. Dr. Rizvi is a visiting Professor of OB to the MBA programs at the National Graduate School of Management (NGSM), ANU, Canberra (Australia); Shanghai University, (China); and International School of Management, Dakar, Senegal (West Africa).

Dr. Rizvi's mission in life is to "play a facilitators' role in the growth and development of individuals and their collective enterprise, the organizations."

### **Dr. Jay K Mitra**

An Organisational Psychologist by training, Prof. J.K.Mitra has a brilliant academic background including University Gold Medals and National Scholarships. He is a recipient of the First young Scientist award in Psychology and educational science from Indian Science Congress Association. Prof. Mitra is one of the most experienced consultants in the area of Strategic Management and Trainer in the area of Organization Development. He has conducted hundreds of workshops for a large number of Transnational, Indian Private and Public Sector organizations. Till recently, he was the Head & Dean of FMS, University of Delhi.

### **Dr. Mahim Sagar**

Dr Mahim Sagar is faculty in the area of Marketing Management & Strategy at IIT, Delhi. Dr. Sagar has wide academic and administrative experience and has been associated with various institutes of repute like IIM-Ahmedabad, National Institute of Fashion Technology (NIFT) and IITM. Dr. Sagar's interest areas are Brand Management, Product Development, Strategic Management & Telecom Policy & Marketing. His work has been published in various reputed International Journals like Management Review, Journal of Consumer Policy and has recently authored a text book on Brand Management.

### **Dr. Puneet Dublsh**

Prof. Dublsh has more than 18 years of work experience covering corporate and academics. To his credit nine articles/research papers have been published in reputed national journals. He got the best faculty award, among the faculties of all management institutes located in Noida and Greater Noida, from Noida Management Association. He has taught in different management institutes like ICFAI Business School Hyderabad and Gurgaon, Asia Pacific Institute of Management New Delhi.

### **Prof. Suman Sarkar**

Prof. Sarkar is Professor in the area of Marketing & Strategy at IILM, Greater Noida and is also the Programme Director of this FDP. He brings to the table over three decades of combined experience of industry, consultancy and academia. He is an Accredited Management Teacher (AMT) from AIMA. He has worked with organizations in senior and national positions for

NIIT, MRF, Onida, Hawkins Cookers, Milkfood and DCM. As a consultant, his clients included multinationals and reputed companies like Nestle, Ricola, Maruti etc.

He has been associated with various institutes like EMPI-B-School as Director and later with SGI as Vice President.

Prof. Sarkar is in continuous touch and interaction with the elite institutes like IIM-A, IIT, LBS National Academy of Administration, Mussoorie for sharing the latest developments with his class participants.

### **Mr.B Kannan \***

Mr. Kannan is General Manger- Chocolates & Confectionery, Nestle India.

\*confirmation awaited.

## **Date and Venue**

The workshop will be held during 19-21 January, 2010 at CMS-I Block, CET-IILM-AHL, Greater Noida. The programme will commence at 10:30 a.m. on 19<sup>th</sup> January 2011 and close at 5 p.m. on 21<sup>st</sup> January 2011 with panel discussion and certificate distribution.

## **Registration Details**

Participants will be charged a fee of Rs. 3000/- per participant (non-residential). The registration fee is to be paid in Demand Draft drawn in favor of “CET-IILM-AHL” payable at Greater Noida. The fee includes certification from IILM, faculty fees, course material and lunch/tea/coffee during the programme period.

## **Local Accommodation and Inquiries**

### **A.**

Participants *can* avail local accommodation (for both men and women) on the payment of Rs 400 per person for single occupancy and Rs 200 on twin sharing basis. The details for other facilities are per below:

1. Meals: Bed Tea - Rs. 10/-, Break-fast Rs. 25/-
2. Evening Tea + Snacks Rs. 25/-
3. Dinner: Rs. 70/-
4. Transport: Cab facility @ Rs. 150/- per trip single side (can be shared).
5. Laundry: Rs. 10/- per pair for washing, Rs. 2/- per piece for ironing.

**B.****For Inquiries**

Please contact *Ms. Ranjana Tripathi* at Shiv Shakti P.G. Accommodation, Neha Apartments, Plot No. 1, Sector Pi – 1, Greater Noida, Gautam Budh Nagar – 201310, Mobile: (0) 9313585748, Ph: 0120– 2325444, Fax – 0120 – 2325888, Email: [admin@sspg.co.in](mailto:admin@sspg.co.in), Website: [www.sspg.co.in](http://www.sspg.co.in).

**Last Date**

The last date for submission of duly filled registration form along with demand draft is **12th January 2011**. The registration form is attached herewith. The duly filled form along with the demand draft should be sent back at the below address:

Ms. Ahinsa Arya /Ms. Shweta Awasthi  
CMS-I, CET-IILM-AHL  
17-18, Knowledge Park-II, Gautam Budh Nagar  
Greater Noida-201306 (U.P)

**For Further Information Please Contact****Programme Coordinators**

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IILM ACADEMY OF HIGHER LEARNING  
17&18, Knowledge Park-II, Greater Noida – 201 306

**Faculty Development Programme on  
Effective teaching through Case method  
(19 to 21, Jan 2011)**

**REGISTRATION FORM**

1. Name: .....
2. Age .....
3. Gender:.....
4. Qualification: .....
5. Name of Institution/Organization.....
6. Designation: .....
7. Experience (years): Teaching.....Others.....
8. Address for communication:.....  
.....
9. Phone : .....
10. E-mail:.....

It is certified that all the information given in this form are true and correct to the best of my knowledge.

(Signature of the Applicant)

**Registration Details:**

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**For Futher inquiries, please contact:**

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