



Two Days
WORKSHOP ON
Case Writing

Venue:- Senate Hall, Kurukshetra University

Date:- 26th & 27th April 2019

Organized By

University School of Management

Kurushetra University Kurukshetra

(" A+ " Grade Accredited By NAAC)




About University:

The Kurukshetra University was established in 1956 as a unitary residential University and its foundation stone was laid by late Dr. Rajendra Prasad, the first President of India. Located in the holy city of Kurukshetra.

About University School of Management:

Ever since it came into being in 1973, the University School of M.G.T(formerly Department of Management), Kurukshetra University came into being is focused on imparting quality education and skill training in all functional areas of Management such as Production, Marketing, HR, Finance, IB and IT. Very recently, it added three course verticals – Agri-business, Entrepreneurship and Business Analytics to stay on course in the transient and transformational times.

As of now, it facilitates said course verticals in a two-year full-time MBA frame with 180 capacity intakes. Students trained and groomed at the USM are readily accepted by the corporate sector as are getting opportunities and are placed with during their course of study in large numbers. Over time, it has nurtured and nourished a very rich alumni network over in India and abroad.






About Workshop:

Case study method has gained significant as an alternative pedagogical tool to the traditional lecture method of imparting teaching and learning of participants. Case study approach facilitates active learning to academia and corporate world on real life business situation. It persuades learners and trainers to inculcate skills and apply theoretical tools and techniques to factual management problems. It chronicles the event that managers have to deal with and address to in a competitive environment and articulates the managers' responses. The case approach facilitates learners to learn managerial aptitude through active learning mode in a real-life situation rather than passive learning. In the present time, case study method and case writing are being used as an alternative pedagogical tool to the lecture method of teaching and imparting training to students. The case approach promotes active and intense learning to academia and corporate world that subsequently persuades one to inculcate skills and helps in implementation of theoretical tools & techniques to factual management problems.

The two days workshop on case study and case writing facilitates to learn managerial aptitude through active and practical learning.



Objectives of The Workshop:

- To encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical, conceptual and design skills of the participants.
- To develop/inculcate and hone up case writing skills of the participants.
- To facilitate a platform for case writers to improve their cases through constructive feedback from the reviewers.
- To develop capacity and encourage the development of cases dealing with issues faced by Indian organizations institutions.
- To leverage real time corporate managerial issues and challenges to the class-room so as the learners gear up to address such challenges.
- To leverage case writing skills to classroom teaching with active participation and engagements of students.
- To develop and standardise tool to diagnose problems in case methodology adoption in class room teaching.
- To develop and standardise response to overcome case teaching methodology adoption in class room teaching.
- To sensitise participants to case development learning and certification for the publication of cases ecosystem.

Resource Persons

Name	Organizational Affiliation
Prof. Santosh Rangnekar	Dept. of Management Studies, IIT Roorkee
Dr. Girish Taneja	DAV University, Jalandhar
Dr. Pushpender	Dept. of Commerce Kirori Mal College, University of Delhi
Dr. Ramani Swarna	Delhi University, Delhi

Participation:

Target Audiences: Faculty Members, Research Scholars and Students from Humanities & Social Sciences

Total Seats: 45

(Selection will be solely on first-cum-first basis). Those interested are requested to submit their applications through online link

link:-

[Click Here For Online Link](#)

By 19th April, 2019. A confirmation mail will be sent to selected participants by 20th April, 2019. Participants are requested to bring their own laptops.

Registration Fees:

₹1500/- Per Participant (Faculty Member & Research Scholar)

₹1000/- For Students

to be submitted at the registration counter. The Registration Fee includes participation in all sessions of the workshop, kit, lunch, tea and Certificate. We will facilitate outside participants in getting accommodation in university guesthouse based upon the availability. However, participants have to pay nominal charges for accommodation and food expenses as levied by University Guesthouse. No TA/DA will be provided.



Patron

Prof. Kailash Chandra Sharma, Vice-Chancellor, KUK

Workshop Director

Prof. Ramesh Chander, Chairperson, University School of Management, KUK

Coordinator

Dr. Simmi Vashishtha, Assistant Professor, University School of Management, KUK

Co-coordinators

Dr. Mahavir Malik, Assistant Professor Ms. Apoorva, Senior Research Fellow

Advisory Committee

Prof. B.S Bodla, Professor
Prof. (Mrs) Sudesh, Professor
Prof. Nirmla Choudhary, Professor
Prof. Sushil Sharma, Professor
Prof. Anil Kumar Mittal, Professor
Prof. Siddharatha S. Bhardwaj, Professor
Dr. Ajay Solkhe, Assistant Professor
Dr. Saloni P. Diwan, Assistant Professor

Student Coordinator

Raman Saini, Masters of Business Administration 2nd Semester

For Enquiries/Help, Please Contact
Workshop E-mail: workshop.kuk@gmail.com
7988323986 / 9466366077