

# "Case study Workshop" for Academics & Researchers

Teaching | Writing | Publishing

On 25th November & 26th November 2022  
at Pune, India



# INTRODUCTION

- Case Studies are playing a pivotal role in today's B – School curriculum both at Post Graduate and Under Graduate Programmes.
- Case Studies gives hands on experience for the students to relate their theoretical concepts into the situations in the corporate world.



# Workshop Schedule (25th November 2022)

**09.30 AM : Registration**

**10.00 AM : Introduction to Case Studies**

- Importance of Case Studies in B – School Curriculum
- The Professor’s Dilemma,
- The Student’s Dilemma

**10.30 AM : Case Writing Basics**

- Picking up the Situation and contextual framework
- Identifying the company / brand

**11.30 AM : Tea Break**

**11.45 AM : Techniques for Case Writing and Case Study Template**

**01.30 PM : Lunch Break**

**02.30 PM : How to teach Cases in the Classroom**

- Handling the Classroom Discipline

**04.00 PM : Tea Break**

**04.15 PM : Case Teaching Dynamic**

- Do’s & Don’ts in the Classroom Discussion

**05.30 PM : Day – 1 Ends**



## Workshop Schedule (26th November 2022)

### **09.30 AM : How to Publish your Case**

- Overview of the Case Publishing Game
- Different avenues for Case Publishing

### **11.30 AM : Tea Break**

### **11.45 AM : Case writers Case Study for Classroom Execution**

### **01.30 PM : Lunch Break**

### **02.30 PM : Certificate Distribution**

### **02.45 PM : Discussion with the Trainers (One to One Interaction with the trainers)**

### **03.30 PM : Workshop Ends**



# For Registrations Please Contact



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## CASE STUDY WORKSHOP FOR ACADEMICIANS & RESEARCHERS

**DO YOU WANT CUTTING EDGE EXPERTISE  
IN YOUR TEACHING CAREER?**

**TEACHING, WRITING AND PUBLISHING CASES**

### KEY HIGHLIGHTS



**Conducted by Award  
Winning Case writers &  
reputed B-School faculty**



**Opportunity to  
Publish your  
Case Study**



**Hands on Training  
in the Indian  
scenario**



**Date**

25th & 26th November 2022

**Scan to Register**



**Venue**



Hotel Orchid,  
Balewadi, Pune,  
Maharashtra 411045

**Powered by Inspired Learning**

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