

# ONLINE

## Faculty Development Certification Program in

# EFFECTIVE

# CASE TEACHING

**Workshop based on Harvard Business School  
& The Case Centre, UK Teaching Method**

**Jan 3rd - 7th, 2023**

**6.30 PM - 8.30 PM IST**



### BACKGROUND

Case Method has been effectively used in developing problem-solving, analytical skills, and critical thinking abilities among the students. It immerses the students into real-life managerial decision-making scenarios rich with compelling situations, competing alternatives, conflicting goals, and challenges of incomplete information and time constraints. However, academicians and corporate trainers often grapple with finding a successful way of case-method teaching and writing their own successful cases.

### OBJECTIVE

The primary objective of this workshop is to help the participants sharpen their case teaching skills. It also intends to equip the participants with tools for writing their own highly effective cases. The participants would also learn how the case method can be aligned with their academic research agenda. Last but not least, they will gain from experiential learning with hands-on experience on case-teaching and feedback from experienced faculty members. Moreover, the workshop allows the participants to interact and network with academics and practitioners from diverse fields of expertise and experience.

**Online Platform: ZOOM**

## KEY TAKEAWAY FROM THE WORKSHOP

- the ability to choose appropriate cases for their students
- the confidence to lead case teaching sessions in class and online (asynchronous and synchronous)
- a structure and pace for their case teaching sessions
- the skill to deal with any student response – including silence
- the ability to achieve their learning objectives in the classroom.

## WHO CAN ATTEND?

- faculty and trainers from all sectors or disciplines within business education, teaching at any level from undergraduate to executive
- faculty and trainers from a wide range of other disciplines with some connection to or interest in management education.

## WORKSHOP SCHEDULE

**Jan 3rd: Session 1: Why Cases?:** Why do we use Cases? What Makes a Good Case Discussion? The Case Teaching Process.

**Jan 4th: Session 2: Preparing and Opening Case-based Sessions:** Preparing a case teaching session; Opening a case teaching session; Teaching cases; Participant discussion on case teaching.

**Jan 5th: Session 3: Running and Closing the Case Sessions:** Generalizing from cases; Linking cases with theories and concepts; Limits to the case method

**Jan 6th: Session 4: Making mistakes and getting better at case teaching:** How to get students prepared, Typical case teaching mistakes and how to get better over the time; the ability to choose appropriate cases for their students

**Jan 7th: Session 5: How to analyse Scenario-based cases?:** Decision Scenario Cases; Evaluation Scenario Cases; Problem Diagnosis Scenario Cases; What are the skills to read analyse cases

## Registration Fee

For Academic Participants (INDIA): **₹1999**

For Academic participants (International): **\$30**

For Non-Academic participants: **\$50**

Deadline for payment of Registration fees: **30th December 2022**

Fees are non-refundable unless the workshop is canceled due to unavoidable situations.

## Registration Fee Includes:

- International Certificate of Participation from SAR Forum, UK
- HBS Case Teaching Course Material (Soft Copy)
- Three HBS Cases in Management Domain (Soft Copy)

## About ACADENTS

ACADENTS is a worldwide organizer of scientific conferences, workshops and exhibitions. Our two decades of experience in the events industry specifies in creating an academic environment for those who seek new ideas, new achievements, highly skilled academic people, and colleagues all over the world. Our events are planned and organized in collaboration with faculty deans, professors, academic journals, research scientists, engineers, scholars, managers, university postgraduates, and undergraduates. We have organized National and International conferences in the field of Management, Economics, Accounting, Social Sciences and Humanities, Engineering and Technological Sciences.

Our hands-on Training Courses are the Best among Academic and Researchers Fraternity.

## Trainer Profile

**Dr. Sumandiran** is currently the Managing Director of SARJ Press Private Limited, engaged in Management Development, Training and Research activities, having its office in India and United Kingdom. He has a Doctorate in Management and has more than two decades of teaching and research experience. His areas of interest are Strategic Management, Advertisement Management, Brand Building, Human Resource Management, Entrepreneurship Development and Research Methodology. He has a passion in the areas of Behavioral and Habit patterns, Presentation and Communication skills, Personality Development and NLP. He has conducted more than 20 National and International Conferences. He is actively engaged in writing research articles for various journals of repute. Has attended the Workshops of The Case Centre, UK and has actively participated in Case Teaching and Case Writing Workshops. He has a vivid interest in Qualitative research through Bibliometric Analysis.



**For Registrations contact**

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**As there are limited seats, selection to the workshop will be  
in the order of application received**