



JAIN
DEEMED-TO-BE UNIVERSITY

CMS BUSINESS
SCHOOL

FACULTY DEVELOPMENT PROGRAM

on

Case Writing and Analysis

27 - 28 November 2018



bschool.cms.ac.in

JAIN (Deemed-to-be University)

JAIN (Deemed-to-be-University) is a comprehensive and student-focused university that works towards excellence in quality education, research, and entrepreneur development. Having been awarded the Graded Autonomy status by University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC), JAIN (Deemed-to-be-University) has earned national and international reputation for holistic education.

The academic programs offered at the University are distinctive and contemporary both in curriculum and in pedagogy. It challenges the students to be enterprising and stimulates their intellectual capacity to think independently. More than 200 programs are offered in the disciplines of Sciences, Humanities & Arts, Commerce, Engineering & Technology, Management, Law and Research at UG, PG and research levels.

CMS Business School

CMS Business School is an institution of higher education providing quality management education to its students. The flagship MBA Program of JAIN (Deemed-to-be-University) encapsulates the best of academia with the corporate world. The Business School provides platforms for incumbents to explore their innate skills coupled with the extensive classroom learning. The corporate world requirements are given special emphasis. The MBA program is a rigorous, two-year, four-semester learning and development program that equips our students with a strong entrepreneurial and intrapreneurial orientation. The highly accomplished faculty as well as the rigorous, contemporary curriculum ensure that our students are mentored to achieve success.

Theme – Case as a pedagogical tool

Case study refers to both, a method of analysis and a specific research design for examining a problem, both of which are used in most circumstances to generalize across populations. It is an important pedagogical tool, especially for teachers as they bring real-life situations into the classroom. Case studies have long been used in business schools. These can be used in any discipline where instructors want to see students explore the applications of what they have theoretically learnt and how they are applied to real world situations. Case studies provide a snapshot of not only what you do, but how you do it. It is a prime opportunity to show that you are a problem-solver with the resources you are available with and it gives an insight into the kinds of projects you do. Case study method effectively focuses on logical and analytical skills, decision making in complex situations and coping with ambiguities. This method is quite helpful in understanding the theoretical concepts, application of managerial tools and learning unique managerial situations along with problem solving techniques. Thus, case writing and its analysis is considered as a strong factor to enhance the skills of a faculty.

Resource Persons



Dr. R Srinivasan
Professor of Strategy, IIM-Bangalore



Prof. G. V. Muralidhara
Director, ICFAI Business School, Bangalore

Program structure

Date	Session Timings	Speaker
27th Nov. 2018	9.30 am - 3.30 pm	Prof. G. V. Muralidhara
28th Nov. 2018	9.30 am - 3.30 pm	Prof. Dr. R. Srinivasan

Schedule for 27 & 28th Nov 2018

Registration	:	9.00 am
Inauguration	:	9.30 am - 9.45 am
I Session	:	9.45 am - 11.15 am
Break	:	11.15 am - 11.40 am

II Session	:	11.40 am - 1.15 pm
Lunch	:	1.15 pm - 2.00 pm
III Session	:	2.00 pm - 3.30 pm
Hi-tea & Campus tour	:	3.30 pm - 4.30 pm

Venue

CMS Business School, JAIN (Deemed-to-be University),
#17, Sheshadri Road, Gandhinagar, Bengaluru – 560 009

Who should attend?

This FDP is designed to cater to the needs of academicians and researchers who are involved in teaching cases as a pedagogical tool.

Registration

- No Registration fee.
- Participation is on invitation basis. Participants must fill-up the registration form for confirmation.
- Certificate of participation will be provided.
- If you have more number of participants, kindly get in touch with the coordinator.
- Kindly mail your registration form to fdp@cms.ac.in
- Last date for registration is **22nd November 2018**

Conveners

Dr. Dinesh Nilkant, Dean

Dr. Harold Andrew Patrick, Dean–Academics

Program Coordinators

Dr. Batani Raghavendra Rao, Area Coordinator - Finance

Prof. Krishna Koppa, Area Coordinator - Marketing

Dr. Uma Warriar, Area Coordinator - HR & Chief Counselor

Dr. Sudarshan V. Seshanna, Area Coordinator - General Management

For further details, please contact FDP coordinator

Mr. Narasimhan G.

Phone : +91 91084 64900 | Email : fdp@cms.ac.in



JAIN
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CMS BUSINESS
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REGISTRATION FORM

FACULTY DEVELOPMENT PROGRAM ON CASE ANALYSIS
27-28 NOVEMBER 2018

Name _____

Institute _____

Address _____

Phone : _____

Email : _____

Date

Signature

Note : It is mandatory for you to attend the FDP on both the days

CMS Business School, JAIN (Deemed-to-be University)
#17, Sheshadri Road, Gandhinagar, Bengaluru – 560 009.
P : 080-46840400 | E: bschool@cms.ac.in
W : bschool.cms.ac.in