

# Concurrent Workshop on Case Study Methodology

December 14-15, 2012

In all major universities, institutions, and corporate training departments the world over, the case study methodology is being used extensively. This methodology, when well employed, not only helps to bring real life experiences into the classroom but also provides the students / employees with the opportunity to hone their decision-making skills. Employing the case study methodology is challenging and the trainer has to be mentored so that he/she can use this method effectively. The Workshop seeks to expose the participants to key aspects of deploying case methodology. The sessions in the workshop will be conducted by eminent trainers from different functional areas with significant experience in using the case study method. The trainers will provide inputs on encouraging students to participate, having a set flow, taking care of the digressers, and also evaluating the students. The ultimate objective is to train the participants in making the case method a great learning experience for the students as well as the instructor.

## Participants

Concurrent Workshop on Case Methodology will benefit

- ♦ **Faculty members interested in learning about the intricacies of case methodology**
- ♦ **Trainers who want to try out innovative and participative training approaches**

## Program

The workshop includes training on

- ♦ Prerequisites for case methodology
- ♦ Using case methodology tools and processes
- ♦ Course planning with cases
- ♦ Preparing for a class with cases
- ♦ Facilitating and managing the classroom discussion
- ♦ Evaluation and feedback

## Objectives

- Gaining practical insights
- Understanding how to plan and prepare for a class
- Learning how to manage the classroom discussion and encourage student participation
- Learning how to evaluate and provide feedback to students

## Registration Fee Details

Indian	International
INR 5000	USD 150

Service Tax Extra as applicable



IBS Hyderabad is a constituent of the IFHE (Deemed to be University). IBS Hyderabad has been consistently ranked among the leading B-Schools in India. It is one of the first three B-Schools from South Asia to get SAQS accredited by AMDISA (Association of Management Development Institutes of South Asia). It has also received a rating of A\*\* by CRISIL and has been rated as an excellent Business School by Eduniversal, a ranking based on the opinion of the Deans of 1000 B Schools in the world.

IBS Hyderabad has a dedicated research and content development center (Case Research Center) for developing case studies and supporting material. Manned by a team with many years of academic and corporate experience, the center develops contemporary and thought-provoking case studies that provide great learning value to the students. These case studies are made available to global customers through ecch and also through [www.icmrindia.org](http://www.icmrindia.org) and [www.ibscdc.org](http://www.ibscdc.org).

The Case Research Center has developed more than 4500 cases on contemporary topics and these are used by reputed institutions and organizations in India as well as abroad. IBS case studies have won a number of awards in international competitions and are included in textbooks by many international publishers.

#### Also view

Pre-conference Workshop on Case Writing to be conducted by ecch (Dec 13, 2012).



Website: [www.ibsendia.org/conference/ICSC-IBS](http://www.ibsendia.org/conference/ICSC-IBS)