

# Case Writing Workshop

December 13, 2012



The workshop aims to help case authors write cases effectively, quickly and develop skills to create a more enriching classroom environment for their students.

## Target Audience

This Writing Cases Workshop will be of benefit to a wide audience, including:

- ♦ Experienced and inexperienced case writers and faculty members
- ♦ Case writers and teachers that are keen to improve the class experience
- ♦ Junior and senior faculty members
- ♦ Faculty from any sector or discipline
- ♦ Business-based case writers

## At the workshop

- ♦ What is a case and why use cases?
- ♦ Different types of cases
- ♦ The case writing process, including the case origin, establishing leads, data collection, etc
- ♦ The case map
- ♦ Teaching notes
- ♦ Case release

## Takeaways

Case writers will become more effective and will:

- ♦ Learn to write effective cases quickly
- ♦ Be able to offer their organisations a better use of resources
- ♦ Learn case writing techniques
- ♦ Gain confidence to develop their own teaching note

### Registration Fee Details

Indian	International
INR 16000	USD 300

Service Tax Extra as applicable

1. ecch members –10% discount
2. 3 or more participants from an organization –10% discount
3. Registration for multiple events (Conference and Workshop) – 10% discount.

\* A participant can avail of only one of these discounts. The total discount will not exceed 10%.



**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.

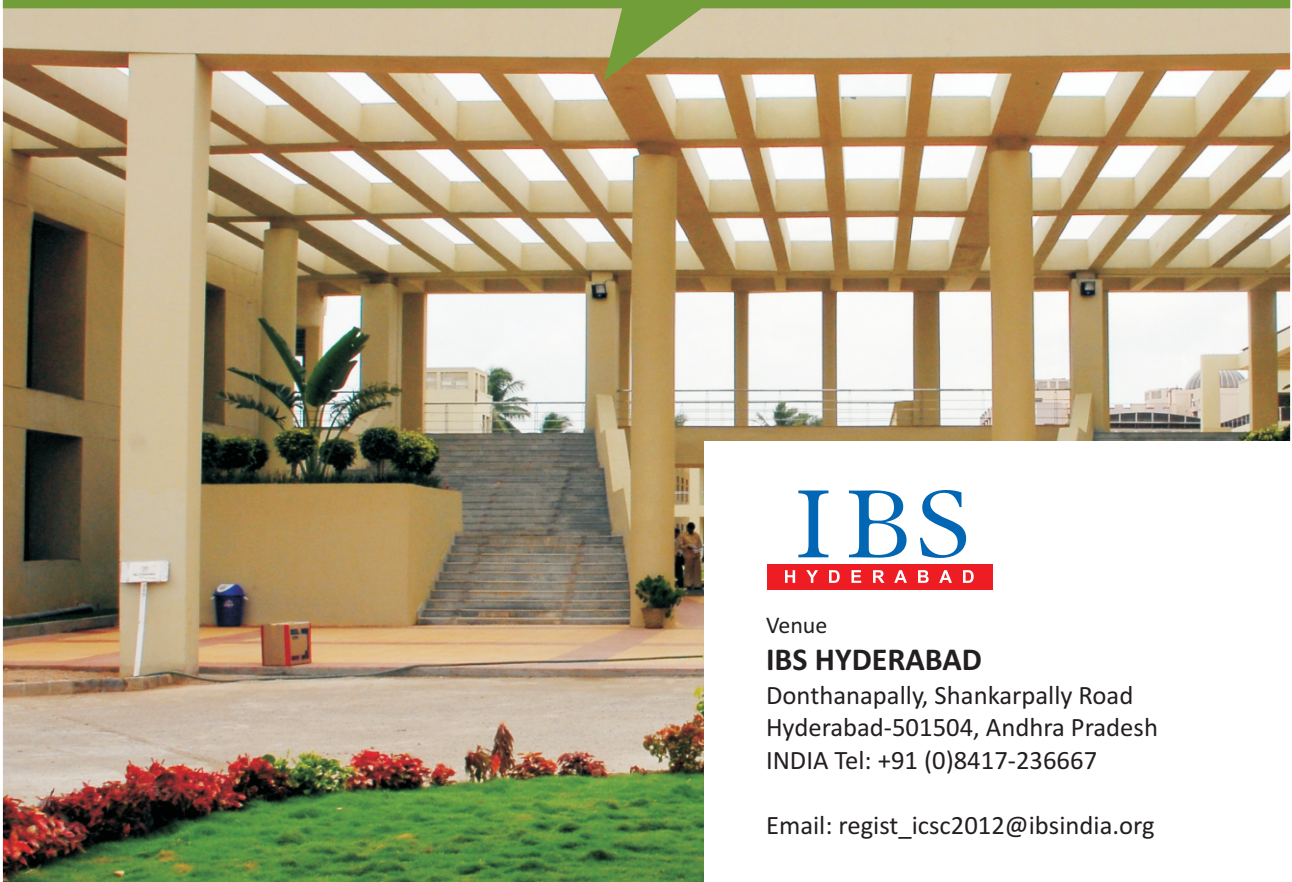
IBS Hyderabad has a dedicated research and content development center (Case Research Center) for developing case studies and supporting material. Manned by a team with many years of academic and corporate experience, the center develops contemporary and thought-provoking case studies that provide great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

ecch, a non-profit organisation and registered charity, is dedicated to facilitating case based learning in management education. ecch is dedicated to promoting and facilitating case study based learning in management education and development. Established in 1973 by the business school community, ecch is a non-profit, membership based organisation and a registered charity. [ecch.com](http://ecch.com) provides access to the best management cases, articles, book chapters and instructor materials available worldwide, and includes facilities to search, preview and purchase for instant download. ecch also offers many services to support the writing and teaching of cases including training, scholarships, awards and materials on the case method. ecch's publication services allow authors to make their cases available to a global audience.

#### Also view

**Concurrent Workshop on Case Study Methodology (Dec 14-15, 2012)**



# IBS

HYDERABAD

Venue

**IBS HYDERABAD**

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