

5 DAYS FACULTY DEVELOPMENT PROGRAM

on

CASE WRITING

(3rd to 13th May, 2023)

(36-Hour Course)

Organized by

Case & Research Wing

in

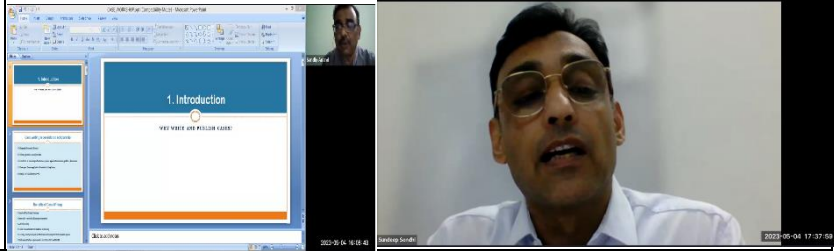
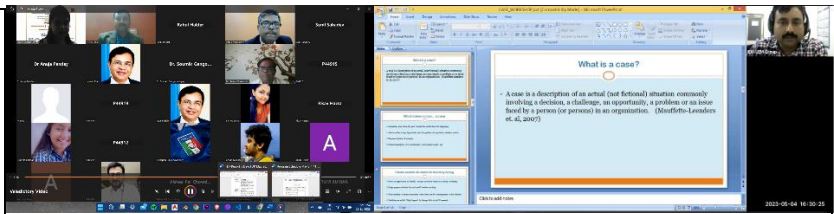
Association With HRDC

**Institute of Engineering & Management, Saltlake
University of Engineering & Management, Kolkata**

(Online Zoom Platform)

Name of the activity	5 Days FDP on Case Writing
Name of the Convener	Prof. (Dr.) Mohuya Chakraborty, Dean HRDC & Principal (Ashram Campus), Institute of Engineering & Management-Kolkata.
Name of the Program Coordinator	Prof. (Dr.) Dipak Saha, Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata.
Name of the participant	Faculty & Students of the Department
Resource Persons	<p>Day 1 (May 3, 2023): Prof. (Dr.) Anuja Pandey, Professor-AIMA & Head-India Case Research Centre, All India Management Association, New Delhi.</p> <p>Day 2 (May 4, 2023): Prof. (Dr.) Sandip Anand, Professor, University of Allahabad, Prayagraj (Allahabad), Uttar Pradesh.</p> <p>Day 3 (May 11, 2023): Dr. Kumar Satyaki Ray, Associate Dean, & Ex-Head Case Research Centre, IBS-Kolkata.</p> <p>Day 4 (May 12, 2023): Prof. Jitendra Kumar, Faculty, BIMTECH-Noida (AACSB accredited Institute) & Member-Centre for Management Case Development BIMTECH-Noida, Uttar Pradesh, India.</p> <p>Day 5 (May 13, 2023): Prof. Ketan Gandhi, Chief Executive Officer, Prima Automation (India) Pvt. Ltd., Ahmedabad, Gujarat, India & Advisor-Universal Case Research Centre, Mumbai, India</p>
Organizing Unit/Agency, Collaborating Agency	Case & Research Wing, in association with HRDC
Name of the Venue	Virtual Online Zoom Platform
Date of the Event	May 3, 4, 11, 12 & 13, 2023
Short description of the event	<p>The intent of this FDP is to train high-potential faculty members to develop the case writing culture as part of management teaching pedagogy.</p> <p>The FDP has outlined the importance of case writing as a pedagogical approach for active learning. Participants learn the theory behind developing a good case study and the guiding principles to write case studies. By the end of the workshop, participants are expected to build a strong foundation for developing their own cases. This is thus a great opportunity to develop valuable writing skills. By inspiring faculty members to write and use their own cases, this FDP will also assist in improving their management teaching aspects. The FDP includes tips on how to write a case effectively.</p>

Images of the event




Head (HRDC)
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Salt Lake, Electronics Complex
Kolkata-700091