

GET AN INTERNATIONAL PUBLICATION IN JUST 4 DAYS

Introduction

The Case Method has been recognized as an important pedagogical tool in imparting Management education and it has been used in varying degrees by various Management Schools. Case Method provides a simulated business decision-making environment interfaced with a business issue, having exhaustive or limited data/facts, for the students to understand the business situations and issues involved. Most of the case studies used in Indian Business Schools are based on organizational and cultural settings of the USA or Europe. There is a dearth of cases written in the Indian context. In view of this, PIMG is organizing the Nineteenth Faculty Development Programme on Case Writing & Case teaching for the benefit of the faculty of Management, Commerce, Economics, Psychology and IT Institutions and Executives or Business Organization.

Case Teaching method is the dominant part of teaching pedagogy in most business schools across the globe. Case Teaching method involves problem based learning and promotes the development of analytical skill, diagnostic skills among students. Teaching with case studies engages student actively in activities like role plays, case discussions, generating feasible solutions, bridging theory with corporates real-life issues and improves their individual performance. The programme focuses on effective use of Case Teaching method with an objective to develop delegates leading to the growth of their respective institutions.

Programme Objectives

1. To facilitate developing the case writing & case teaching skills.
2. To enrich the participants with analytical skills for using the case method as a pedagogy.
3. In view of the limited number of Indian cases available, the FDP is focused on developing case studies for use in teaching and training sessions.

Who Should Attend

Faculty members in the area of Management, Commerce, Economics, Psychology and IT and company executives of any business area.

Arrangements

The FDP will be conducted at the institute's premises (Airport Road, Near Deendayal Nagar, Gwalior (474 020). The Institute will make the lodging and boarding arrangements for delegates only on request.

Publication

All the cases developed in FDP will be sent to the Case Centre, the UK for publication.

Programme Fee*

| CATEGORY | NON RESIDENTIAL |
|--------------------------------|-----------------|
| Faculty / Corporate/ Executive | Rs. 3500/- |
| Research Scholar | Rs. 2500/- |
| MBA Student | Rs. 1500/- |

Fee covering the cost of reading material, and lunch for four days. Fee once paid will not be refunded. However, a substitute delegate is acceptable.

Advance booking for accommodation will be arranged on request. The charges of different hotels/guesthouses will be informed after receiving the confirmation.

Registration Details

| | |
|------------------|----------------------|
| Account No. | 0328002100028783 |
| Name of the Bank | Punjab National Bank |
| IFSC Code No. | PUNB0032800 |
| Bank Code | 024 |
| Branch Code | 032800 |
| MICR Code | 474024006 |

Payable by DD drawn in favor of "Prestige Institute of Management, Gwalior" Payable at Gwalior. [paytm](#) can also be done on 98276 62240

*Discount can be availed up to 15 March 2020. The discount will be 10% for 2 delegates, 15% for 3 delegates, 20% for 4 or more delegates.



Resource Person

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FDP Schedule

Day I: April 9, 2020

08: 00 AM - 10: 00 AM - Fellowship
10: 00 AM - 11: 00 AM - Inaugural Session
11: 00 AM - 01: 00 PM - Session on "How to Write good Case"
01: 00 PM - 02: 00 PM - Lunch
02: 00 PM - 05: 00 PM - Visit various organizations

Day II : April 10, 2020

10: 00 AM - 11:00 AM - Case Writing Session - I
11: 00 AM - 11:15 AM - Tea
11: 15 AM - 01:00 PM - Case Writing Session - II
01: 00 PM - 02:00 PM - Lunch
02: 00 PM - 05:00 PM - Case Writing Session - III
05: 00 PM - 05:30 PM - Discussion among groups
06: 00 PM - 09:00 PM - Fun & frolic at Fort

Day III : April 11, 2020

10: 00 AM - 11:00 AM - Case Teaching Session - I
11: 00 AM - 11:15 AM - Tea
11: 15 AM - 01:00 PM - Case Teaching Session - II
01: 00 PM - 02:00 PM - Lunch
02: 00 PM - 05:00 PM - Case Teaching Session - III
05: 00 PM - 05:30 PM - Discussion among groups

Day IV : April 12, 2020

09: 30 AM - 11:00 AM - Discussion among groups - Final Draft
11: 00 AM - 11:15 AM - Tea
11: 15 AM - 12:15 PM - Syndicate and Testing of the Cases Session - I
12: 15 PM - 01:00 PM - Lunch
01: 00 PM - 03:30 PM - Syndicate and Testing of the Cases Session - II
03: 30 PM - 04:00 PM - Tea
04: 00 PM - 04:45 PM - Valedictory Session



18th National Case Writing Workshop April-19-21, 2019

MILESTONES ACHIEVED



**MBA PROGRAM ACCREDITED BY
NATIONAL BUREAU OF ACCREDITATION**



**UGC APPROVED
AUTONOMOUS INSTITUTE**



**UGC NAAC ACCREDITED
'A' GRADE INSTITUTE**



**RECOGNIZED UNDER SECTION 2 (F)
& 12 (B) OF THE UGC ACT, 1956**



**APPROVED BY AICTE & BAR
COUNCIL OF INDIA**



**APPROVED RESEARCH CENTER OF
JIWAJI UNIVERSITY GWALIOR**



**PERMANENT AFFILIATION TO
JIWAJI UNIVERSITY, GWALIOR**

About Gwalior

Gwalior occupies a strategic location in the central region of India. The city offers the visitors a unique style of architecture. The great Rajput clans of the Pratiharas, Kachwahas and Tomars have left inefaceable marks of their rule in this city of palaces, temples and monuments. The majestic fort, considered as one of the best in the world, located at the heart of Gwalior was built by Raja Man Singh Tomar, of the Tomar dynasty. This formidable structure described as the 'pearl in the necklace of the castles of Hind', dominates the city's skyline with its massive and captivating structure. Gwalior fort also has the Gurudwara DataBandi built in the memory of the sixth Sikh Guru Har Gobind.

Close to the heart of the city is splendid Jai Vilas Palace, patterned on the palace of Versailles; it combines Tuscan, Italian and Corinthian styles of architecture. Gwalior is a well-acknowledged place of art, associated with historical as well as contemporary evidence. Gwalior is famous for its contribution to classical music and known for Gwalior Gharana. It is the birthplace of classical Music Maestro Miya Tansen. The Gwalior Trade Fair takes place every year in the month of December-January, which is the true representation of art, culture and heritage of different states of India. Tourists visit Gwalior throughout the year. Gwalior has a population of approx One and a half million. It is surrounded by 5 industrial areas with various national and multinational companies such as SRF, JK Tyres, Godrej, Cadbury, Ranbaxy and Punj Lloyd. Forming a part of the Heritage Tourism belt, Gwalior is a city of tourist attraction.

PIMG: Substantiate Globally

Prestige Education Society, Indore, registered under the Societies Registration Act 1860 was set up by Prestige Group of Industries with an objective to meet the widely felt need for globally oriented Management and information technology education and training of professionals. PIMG is one of the five Professional Educational Institutes promoted by society.

UGC Approved Autonomous Institute • UGC-NAAC Accredited 'A' Grade Institute of India • MBA Program Accredited BY NBA • Ranked 16th among Top MBA Full Time Masters in Central Asia (Ed-Universal, Paris, July, 2019) • Achieved "Platinum" Rating among Top Industry Linked Institutions in India (AICTE-CII Survey of Industry Linked Technical Institutes-2018, Report Issued in November, 2018) • Top Ranked B-School on (ROI) in Asia (Global Excellence Life Style-2019) • Ranked Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) • "Certificate of Excellence" by IAO (International Accreditation Organization) • Ranked 7th among Top BCA Colleges in India (GHRDC Survey, March 2019) • Ranked 5th among Top BBA Colleges in India (GHRDC Survey, March 2019) • Ranked 7th among Top Emerging Commerce Colleges of this Century (India Today Best Colleges Survey, Issue : May, 2019) Prestige Institute of Management, Gwalior is a premier institute in Central India offering postgraduate and undergraduate programs in Management and Computer Applications. The institute was set up in the year 1997. The Institute has grown to be recognized as a leading institute for higher learning. The Institute has the approval of All India Council for Technical Education & the State Government and is affiliated to Jiwaji University, Gwalior. The Institute offers MBA, MBA (Integrated), BTM, BBA, BCA and B.Com (Economics, Computer Science, Hons), BA LLB (Hons.), BBA LLB (Hons.), B.Com LLB (Hons.) B.Sc. (Hons.) Computer Science, programmes.

The strikingly modern PIMG campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near DeenDayal Nagar, Gwalior, a prominent site, 2 km from Maharajpur Airport, 7 km from the railway station and main bus stand. The campus is aesthetic, user-friendly, spacious, well lit and comfortable. The serene and peaceful environment supplemented by greenery all around provides the right setting for learning.



PRESTIGE
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19th
**FACULTY
DEVELOPMENT
PROGRAMME ON
CASE WRITING
& CASE TEACHING**

9-12 APRIL, 2020