

Announces
Fifteenth National



Case
Writing
WORKSHOP
April 22-24, 2016



PRESTIGE

INSTITUTE OF MANAGEMENT, GWALIOR

ALL THE CASES DEVELOPED DURING THE WORKSHOP
WILL BE SENT FOR PUBLICATION TO THE CASE CENTRE, UK

GET AN INTERNATIONAL PUBLICATION IN JUST 3 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 simulated business decision making environment interfaced with 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 USA or Europe. There is dearth of cases written in Indian context. In view of this, PIMG is organizing Fifteenth National Case Writing Workshop for the benefit of the faculty of Management, Commerce, Economics, Psychology and IT Institutions and Executives or Business Organization.

Objectives

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

Beneficiaries

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

Arrangements

The workshop will be conducted at the institute's premises (Airport Road, Near Deen Dayal Nagar, Gwalior (474 020)). The Institute will make the lodging and boarding arrangements for the residential delegates.

Publication

All the cases developed during the workshop will be sent to the Case Centre, UK for publication.

Resource Persons

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Delegate Fee

A nominal fee of Rs. 5000/- covering the cost of reading material, lodging on twin-sharing basis and boarding for three days shall be payable per participant in case of residential participants. In case of non-residential participants the fee shall be Rs. 2500/- only. Fee once paid will not be refunded. However, a substitute delegate is acceptable. Accompanying person in case of residential participants shall have to pay Rs. 2500/- for lodging on twin-sharing basis and boarding for three days.

PROGRAM SCHEDULE

Day I : April 22, 2016

08 : 00 AM	-	10 : 00 AM	-	Fellowship
10 : 00 AM	-	12 : 00 Noon	-	Inauguration and brief introduction
12 : 00 Noon	-	01 : 00 PM	-	Lunch
01 : 00 PM	-	02 : 00 PM	-	Session on "How to collect data for Case"
02 : 15 PM	-	06 : 00 PM	-	Visit various organizations

Day II : April 23, 2016

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
06 : 30 PM	-	09:00 PM	-	Fun & frolic at Fort

Day III : April 24, 2016

09 : 00 AM	-	11:00 AM	-	Syndicate and Testing of the Cases Session - I
11 : 00 AM	-	11:15 AM	-	Tea
11 : 15 AM	-	12:15 PM	-	Final Draft
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

Co-ordinator

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A bout Gwalior

Gwalior, a city of historical merit, is a rapidly emerging educational and industrial center of the country. Gwalior is located on an important railway route.

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 the society.

Ranked among the Top 1000 B-schools in the World ■ Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA)

- "Certificate of Excellence" by IAO (International Accreditation Organization)
- Awarded for Education Excellence 2013 (Indo-Global Education Summit 2013)
- 4th Rank in Top B-School of Excellence in India (Competition Success Review : Issue, Nov. 2015) ■ 26th Rank in All India (Indian Business Journal : Issue, Dec. 2015)
- 15th rank in Best B-School in India (ROI), (Business Today : Issue, October 2014)
- A⁺⁺ Rating in Top B-Schools of India (Chronicle Survey : Issue, September 2014)
- A⁺⁺ Rating In Top B Schools of the India (Business India : Issue, Dec. 2014)

Prestige Institute of Management, Gwalior is a premier institute in Central India offering post graduate and under graduate 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 approval of All India Council for Technical Education & the State Government and is affiliated to Jiwaji University, Gwalior. The Institute offers MBA, MAM, BTM, BBA, BCA and B.Com (Economics, Computer Science, Hons) programmes.

The strikingly modern PIMG campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near Deen Dayal Nagar, Gwalior, a prominent site, 2 kms from Maharajpur Airport, 7 kms from 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 right setting for learning.



PRESTIGE

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