

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

The world-class campus of Nirma University is located on Sarkhej-Gandhinagar Highway, about fifteen kilometers from the walled city of Ahmedabad. It is the outcome of the visionary leadership of one of the most successful entrepreneurs of India, Padmashri Dr. Karsanbhai K. Patel, who has created a business conglomerate known as Nirma Group. Institute of Management is a constituent of Nirma University, which was set up in 1996 by Nirma Education and Research Foundation to promote excellence in management education. The Institute has been consistently growing under the guidance of Shri Ambubhai Patel (Vice-President) and Dr. N. V. Vasani (Director General –Nirma University). Dr. C. Gopalkrishnan is Director of the Institute of Management and Dean – Faculty of Management. The Institute has been undertaking a wide range of educational and training related activities and series of national and international conventions which have helped it emerge as one of the premier business schools in the country within a short span of twelve years. Presently, it is rated as one of the top twenty five B-Schools in the country. Its mainstream programmes include MBA (Full Time), MBA (Part Time), MBA (Family Business and Entrepreneurship) and Ph. D. in Management. The Institute also offers Executive Diploma Programmes in various functional areas of management. The Institute conducts need-based in-house training programmes to meet the training needs of industry. The Institute has academic alliance with international universities, such as New Mexico State University, USA; Hanyang University, South Korea; Florida Atlantic University, USA; and Minnesota State University, USA to name a few. The facilities on the campus include air- conditioned classrooms, a state-of-the art library, a 450-seater auditorium, well-equipped computer centre and hostels for the students.



For further information, please contact:

Arvindbhai Brahmbhatt **Sameer Pingle**
acbpramukh@hotmail.com sameer@imnu.ac.in

or

Jigar Barot - jigar@imnu.ac.in

Management Development Centre

Institute of Management, Nirma University

Sarkhej Gandhinagar Highway, Ahmedabad 382 481

Phone: (02717) 241900/01/02/03/04 Fax: (02717) 241916

Email: eec@imnu.ac.in Website: www.imnu.ac.in



Faculty Development Programme

2010-11



CASE TEACHING WORKSHOP FOR MANAGEMENT TEACHERS

September 28-29, 2010

Programme Leaders

Arvindbhai Brahmbhatt
acbpramukh@hotmail.com

Sameer Pingle
sameer@imnu.ac.in



Nirma University
Ahmedabad: 382481 (Gujarat)

INTRODUCTION

The case method of management instruction is based upon the belief that management is a skill rather than a collection of techniques and concepts. Learning with cases involves active participation. Unlike lectures, case discussion demands ideas and participation from participants. Cases put us in the position of doing analysis and deciding on courses of action. Preparing for in-class discussion of cases is likely to require significantly more effort by instructors as well as students. Many business schools in India have adopted the case method of teaching. It is partly due to the pressure to produce ready to work executive manpower. This is best possible by using business cases in classroom teaching. A case helps to develop reasoning, judgment and communication skills. It is the best platform for students to share their experiences. There is need to train and reorient management faculty from various management institutes on case method of teaching.

This intensive two-day workshop helps participants teach effectively using cases. Participants work through all the steps in the case teaching process using various exercises, group discussions and case teaching practice sessions. This workshop is designed for those, who are new to the use of cases for teaching, as well as those who have case teaching experience but want to improve their teaching effectiveness. The focus would be on case method, rather than any functional area of management. The participants are expected to participate during case discussion as well as other activities during the workshop.

OBJECTIVES

At the end of the workshop, the participants should be able to:

- Understand the preparation necessary to use cases effectively in classrooms
- Identify the skills required for effective case teaching
- Learn about different methods of case teaching
- Understand theoretical foundation of case method of teaching
- Understand the role of teachers in the case method of teaching

FOR WHOM

The first case teaching workshop is especially designed for teachers from management institutes who are new to case method of teaching, or those who are using case method since years, but want to improve teaching effectiveness.

WORKSHOP PEDAGOGY

- Exercises
- Classroom Discussion
- Presentations

PROGRAMME LEADERS

**ARVINDBHAI BRAHMBHATT, M.Sc. (MSU), Ph.D. (Guj. Uni.), FDP (IIM-A), LLB (Guj. Uni.)
Faculty, Marketing Area**

Prof. Brahmhatt has more than 35 years of teaching experience in the post graduate departments of management and commerce. He has published 21 research papers in the leading national and international management journals. He was awarded two best research paper awards. He has got a biographical entry into Reference Asia ' who's who of men and women of achievement vol. iv(1992), Reference India Vol.I ,p. 129 and Indo-Europe who's who (1995) He was on Research Board of Advisors of the American Biographical Institute in 2002.He has produced 10 M.Phil and Ph. D. students so far. He is currently the Chairman of Doctoral Programme in Management offered by Nirma University. He is selected on the panel of reviewers for International Journal of Business Insights and Transformation (IJBIT) of IMT, Navi Mumbai.

He was on various academic bodies of Gujarat University like Academic council, Faculty and the Board of management studies. He is a member of various professional bodies .His areas of interest include marketing research, research methodology and services marketing.

**SAMEER PINGLE, MBA (HRD, Marketing) B.E (Mechanical)
Faculty, Organizational Behavior and Human Resource Management Area**

Prof.Pingle has been engaged in industry, teaching and research from last decade. He was awarded NET in management by UGC in 2005.He has presented research papers in national and international seminars on various topics like Management Education, Human Resource Management, Organizational Behavior, Operations Management. Cases written by him are registered with European Case Clearing House, UK. He has participated in many workshops and faculty development programmes. He has conducted sessions in In-house Management Development Programmes as well as for business houses. He has been a visiting faculty for Human Resource Management at other Management Institutes. His areas of interest are Performance Management, Organization Theory and Design, Recruitment and Selection, Written Analysis and Communication, Human Values and Business Ethics.

RESOURCE PERSONS

The faculty at the Institute of Management, Nirma University will conduct the programme

VENUE AND DURATION

Institute of Management, Nirma University, SG Highway, Ahmedabad
September 28-29, 2010

PROGRAMME FEE

Non-residential: Rs. 2,000/-

Fee once paid will not be refunded. However, a substitute delegate is acceptable.

An Institute nominating three or more participants for the programme will be entitled to 10% discount. The fee includes presentation material, refreshment and lunch on the programme days. The fee to be paid in advance through a demand draft or a local cheque drawn in favor of 'Institute of Management, Nirma University' payable at Ahmedabad.

ACCOMMODATION

University Guest House with basic facilities is available for Rs. 1000/- per day.

NOMINATION FORM



Faculty Development Programme 2010-11
Case Teaching Workshop for
Management Teachers
September 28 - 29, 2010

Name of the Participant _____

Designation _____ Date of Birth _____

Area of Specialisation _____

Institute / University _____

Address for Communication _____

Phone _____ Mobile _____

E-mail _____ Fax _____

Current Job Responsibility

Expectations from this programme

Date _____

Signature _____

Participant can be sponsored by self or by his / her employer.
If sponsored by the employer, please complete this section.

TO BE FILLED BY THE SPONSOR

Name and Designation of Sponsor _____

Name and Address of Organization _____

Phone _____ Fax _____ E-mail _____

Payment Details: Demand Draft / Cheque No. _____

Bank _____

(Drawn in favour of "Institute of Management, Nirma University" payable at Ahmedabad.)

Signature and Seal of sponsor _____

Please return filled up form to:

Management Development Center
Institute of Management, Nirma University
Sarkhej Gandhinagar Highway,
Ahmedabad-382 481, Gujarat
Ph.: 02717-241900-04 Fax: 02717-241916
Email: eec@nim.ac.in

(Please feel free to make photocopies of this application form.)

Book Post

Faculty Development Programme 2010-11

**CASE TEACHING WORKSHOP FOR
MANAGEMENT TEACHERS**

September 28 - 29, 2010



INSTITUTE OF MANAGEMENT
Nirma University
Sarkhej Gandhinagar Highway, Ahmedabad 382 481
Phone: (02717) 241900/01/02/03/04 Fax: (02717) 241916
e-mail: eec@imnu.ac.in Website: www.imnu.ac.in