



सिद्धिमूलं प्रवन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

INDIAN INSTITUTE OF MANAGEMENT  
INDORE



IIMI  
FDP

## Faculty Development Programme Case Writing Workshop: Developing Management Cases January 21-22, 2023 (Online Mode)

### Programme overview:

Case method is a widely used method of teaching and is being increasingly used across business schools. While cases are being used in classes, management teachers lack skills on developing cases for teaching. Developing cases is a knowledge creation activity and helps in career progression. This programme is aimed at helping participants understand the art and science of writing cases. They learn how to craft cases that they can use in their classes. The programme also helps them in understand the case publication process.

The workshop is being coordinated by a Faculty who has developed close to 50 cases that are registered at different case centers globally.

**Objectives:** This course hopes to be able to develop among the participants an understanding of:

- Familiarize the participants with various types of cases
- Helping them learn how to write cases from primary data
- Helping them learn how to write cases from Secondary data
- Helping them learn how to write teaching notes

### HOW TO ENROLL

Applicant willing to participate in the programme shall enroll themselves by filling the online application form available on the website. Last date for submission of application is January 05, 2023. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

### PROGRAMME FEE PAYMENT

The programme fee of Rs. 14,160/- (Rs. 12,000/- plus 18% GST) is to be paid by way of electronic fund transfer.

### Content:

- An Introduction to Cases
- Different types of cases
- The Case Opening
- The Problem Statement
- Case Writing Exercises
- Writing the Teaching Note
- Case Publishing Process

**Faculty:** IIM Indore faculty members will handle sessions

**Target audience:** This Programme is intended for faculty in diverse areas of management who use cases or who would like to learn how to use cases.

**Delivery Mode:** The classes will be scheduled on an online platform. IIM Indore will provide requisite access to the online platform via a login account.

**Certificate:** Upon completion of the programme a certificate of participation will be issued by IIM Indore. The certificate will be sent by post to the participants address.

### FOR MORE DETAILS, PLEASE CONTACT:

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