



Indian Institute of Management Indore

INTEGRATED PROGRAMME IN MANAGEMENT (IPM)

TERM: IX

TITLE OF THE COURSE: WORKSHOP ON LEARNING THROUGH CASES

CREDITS: 1

COURSE DESCRIPTION

This workshop focuses on the case methodology and business acumen, two critical elements of any business management program.

COURSE OBJECTIVES

The main objective is to enable the participants entering the fourth year to understand the nuances of the case method and provide exposure to business practices. The workshop should help participants in analyzing business case studies and present this analysis in a structured manner. It also provides an opportunity for participants to appreciate the challenges of managing a business.