

REGISTRATION FEE DETAILS

Registration: 9:30 A.M.-10:00 A. M.

FEE: Rs. 500/-

The fee includes registration fee, Lunch and refreshments. At the end of the programme, each participant will be awarded a certificate.

PAYMENT OF FEES:

Fees can be paid in cash during working hours of the Institute or through online mode:

DETAILS FOR NEFT

Name of Beneficiary: Shri Ramswaroop Memorial University

Bank Name: Bank of India

Account No.: 752920110000006

IFSC Code: BKID0007529

Branch: Handori Branch, Shri Ramswaroop Memorial University Campus, Barabanki, U.P.

Chairperson:

Prof. (Dr.) Ajay Prakash, Director, IMCE

Co-Chairperson

Prof. (Dr.) Mohit Verma, Dean, Faculty of Commerce and Economics

Coordinator

Dr. Rinki Verma
Assistant Professor

rinki.mgmt@srmu.ac.in,

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Co-coordinator

Dr. Anushree Singh
Assistant Professor

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Contact: 08299779859

REGISTRATION FORM

Institute of Management, Commerce and Economics

**Shri Ramswaroop Memorial University,
Lucknow**

Workshop

On

Case Preparation and Writing Skills

29th September, 2018

Please fill the particulars below in CAPITAL LETTERS:

Name: _____

Designation: _____

Organization Name & Address: _____

Mobile _____

Email: _____

Signature: _____

Date: _____



**INSTITUTE OF MANAGEMENT,
COMMERCE AND ECONOMICS**

**Shri Ramswaroop Memorial
University, Lucknow**

in collaboration with



IBS HYDERABAD

**WORKSHOP
ON**

**CASE PREPARATION AND WRITING
SKILLS**

29th September, 2018

**Venue: Auditorium 1st Floor,
Admin Block, SRMU**

About SRMU

SRMU was established in the year 2012 as a university under Shri Ramswaroop Memorial University Uttar Pradesh Act, 2011. SRMU is a confluence of academic, cultural and intellectual resources. SRMU seeks to achieve the highest levels of distinction in the innovation and transmission of knowledge and understanding. There are nine institutes which offer a wide spectrum of choice for the students to choose undergraduate, post graduate and Doctoral programs in Management, Commerce, Economics, Engineering, Architecture, Bio-Technology & Bio-Sciences, & Computer Applications, Journalism & Mass Communication, Legal studies, Natural Sciences and Humanities, Education & Research.

About IMCE

The Institute of Management, Commerce and Economics was started in the year 2012. IMCE seeks to be a trail-blazer in management education through strong academic-industry collaboration, promoting entrepreneurial programs, and developing international initiatives and alliances. Our aim is to create an innovative, ethical and intellectual environment with a focus on leadership and management in a technology intensive, global market. The Institute offers flagship MBA, BBA, B.Com. (Hons.), B.A. Economics (Hons.) and Doctoral programs. IMCE has been playing a seminal role in the growth of students and scholars through blend of theory and practice, using highly innovative teaching pedagogy.

About Workshop

There is growing curiosity in the case method among Indian business schools and this reinforces the need to share best practices about how to write and teach cases efficiently and effectively. Writing cases is a challenging task, but the learning outcomes from their use and creating can be rewarding. In fact, writing cases can enrich one's teaching and research. Case writing involves complex and insightful activities as well as the opportunity for creative expression. A case writer has to analyze, evaluate, interpret, and synthesize information and ideas.

Objectives of the Workshop

The workshop aims at facilitating the faculty members, research scholars and professionals in preparing and writing case studies as well as their use. The workshop will promote the culture of Case Based applications and Case Writing among faculty members and professionals. The workshop is intended to increase exposure and skills of the novice case writers and motivate them to increase case research and publication in their respective fields. In this one day workshop participants will learn the theory behind developing a good case study and the guiding principles to carve effective case studies. Case preparation and writing is designed to provide guidance on developing an initial draft case into a finished case.

The workshop will aim to cover:

- Uses of cases in academics.
- Framework of developing cases for teaching and research.

Outcome of Workshop

By the end of the workshop, it is expected that participants will have a strong foundation for developing cases on their own. The participants will be able to demonstrate stronger critical thinking skills in case preparation. This is thus a great opportunity to develop valuable writing skills. The faculty members will be able to develop a deeper understanding of case concepts and be better able to view an issue from multiple perspectives.

Participants

The Workshop is primarily meant for Faculty and Doctoral scholars who would like to use the case method as part of their research.

Key Resource Person

Key Resource Person of the workshop will be conducted by the experienced case writer and author of many books Prof. (Dr.) G.S. Narsing Rao, B.Tech(IIT-BHU), PGDM(IIM- Ahmedabad) Ph.D., Director, IBS-Pune.