

# ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY GREATER NOIDA

## WRITE UP ABOUT FDP

Case Studies have been used worldwide by all business schools as a principal learning tool in management education to prepare students to step into real life situations, analyze circumstances and take action. There is growing interest in the case method amongst B-schools in India and this reinforces the need to write case studies.

A two day Faculty Development Programme on “Case Writing in Indian Corporate Environment” was organized from 27- 28 September 2014. The participants were faculties teaching in various B-Schools in Greater Noida. 16 participants attended the programme both in house and outside. The programme started with the Introduction to Case Teaching Methods by **Dr. Anuja Pandey**, Associate Professor, Marketing & Retail, All India Management Association wherein she emphasized the importance and types of cases. The session was then taken by **Dr. Preeti Kulshrestha & Dr. Shruti Gupta** highlighting the elements of writing a Case Study and process of evaluating a Case Study. The third session on the same day was taken by **Dr. Ganesh Singh**, Associate Professor, HR, All India Management Association. He gave a scenario to participants to build a case and discussed in detail about writing a case, information collection process and enabled the participants to develop a sample case to be discussed in their respective classes.

The second day was started by Dr. Shruti Gupta wherein she discussed the process of writing Teaching Notes and the various sources of getting a case published. The session was further continued by **Dr. Justin Paul** who is working as a professor at the Graduate school of Business Administration at University of Puerto Rico, USA through Skype. He first discussed about the Case difficulty cube and then addressed the queries of the participants. The session was concluded by Dr. Preeti Kulshrestha wherein she discussed a Case Study in the session and the various elements which could have been incorporated in the same.

