







## SCHOOL OF COMMERCE & MANAGEMENT

# Department of Management NOTICE

#### Ref No: AJU/SCoM/DoM/2024/649

Date: 08.06.2024

As a part of the Faculty Development Programme, the Department of Management (BBA) notifies the following schedule for 5-DAY FDP on \*Case Study Teaching & Writing" from 12th June to 16th June 2024

The Course will be conducted in Hybrid mode in room no. 142 Aryabhata Block. The FDP is open to all the Fraternity of Commerce and Management.

Following are the details:

Duration	12 <sup>th</sup> to 16 <sup>th</sup> May 2024
Venue	Room No.142, Block A
Resource Person	Dr. Ujjal Mukherjee, Professor, Joint Coordinator & Consultant - Institue of Public Enterprise, Hyderabad.

Event Convenor: Dr. Pompi Das Sengupta

Event Coordinator - Ms. Sudoshna Sarkar & Mr. Barun Kumar Jha

Dr. Vishakha Joseph

Program Coordinator I/C

BBA Program Co-ordinator

School of Commerce & Management

Copy for the information:

- 1. PS to the Vice-Chancellor
- 2. PS to the Director
- 3. PS to the Registrar
- 4. Controller of Examinations
- 5. In charge Web services for Website Updation
- 6. Notice Board
- 7. Guard File

Dr. Pompi Das Sengupta

Asst. Dean (UG)

School of Commerce & Management

Assistant Dear (UG)
School of Commerce and Management

Arka fain University, Hearthand





# FACULTY DEVELOPMENT PROGRAMME ON- CASE STUDY TEACHING & WRITING

Date of Event	12 <sup>th</sup> -16 <sup>th</sup> June 2024
Name of the Event	Faculty Development Programme On- Case Study Teaching And Writing
Type of the Event	Academic Event (Skill Development)
Conducted by	School of Commerce and Management
No. Of Participant	25

### **OBJECTIVE:**

- Explain the basics of teaching and writing case studies.
- Improve participant engagement in the learning process using case studies in their classes.
- Write cases and caselets that may be publishable in peer-reviewed journals.

#### **DETAILS:**

The workshop on case study development began with introductions and clarifications of expectations, setting the stage for a collaborative and interactive session. Participants presented cases provided by the facilitator, receiving constructive feedback to refine their approach. The facilitator's presentation of "The Murder Story" exemplified engaging storytelling, sparking a lively discussion and highlighting the CAR (Context, Action, Result) framework. Recaps of the day's and previous day's learnings ensured continuity, while explanations of teaching notes, author bias, triggers, and slicing deepened participants' understanding. Teams formed to identify case topics and began writing caselets, presenting their work for feedback. The facilitator's additional case presentation and subsequent base case award celebrated outstanding efforts. The workshop concluded with a closing ceremony, leaving participants equipped with valuable skills and insights to apply in their professional contexts.

### OUTCOME:

The outcome of the workshop on case study development was highly positive, with participants gaining valuable skills and insights into creating compelling and effective case studies. The session fostered a collaborative and interactive learning environment where participants could present their cases, receive constructive feedback, and refine their approaches.





### **POSTER OF THE COURSE:**



Figure 1: Poster of the Faculty Development Programme.







### **Workshop Outcomes**

By the end of the course, participants will be able to:

Improve participant engagement in the learning process using case studies in their classes.

Write cases and caselets that may be publishable in peer-reviewed journals.



# JGI ARKA JAIN University

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# SCHOOL OF COMMERCE AND MANAGEMENT DEPARTMENT OF MANAGEMENT (BBA)

# ARKA JAIN UNIVERSITY IHARKHAND

# ABOUT SCHOOL OF COMMERCE AND MANAGEMENT

AJU School of Commerce and Mangemnent was set up to provide quality education and entrepreneurship development. ARKA JAIN University is an intellectual destination that draws inspired students from diverse background. AJU Bachelor of Business Administration and Bachalor of Commerce is degree of 3 Years duration program offered in 3 different disciplines. Our program offers a variety of programs that involve theoretical and practical learning in equal measure. It is one of the most preferred courses and in great demand by the students looking forward to mould their interest and ambition not only in India but for vacancies abroad aiming for lucrative careers. As this professional course has made developments & created numerous opportunities in the field of Management and Commerce The university is committed to provide excellent Academic curriculum, Laboratory facilities, Workshops, Seminars, Assignments, Industrial visits, and Opportunities for various Experiments, Research and Placement support.







### **SCHEDULE OF THE COURSE**

Start Date	12-06-2024
End Date	16-06-2024
Timings	1:00 – 4:00 PM
Venue	Aryabhatta Block , Roon no. 142,/ Google meet
	(https://meet.google.com/wsn-bdta-sut)

# **ENROLLMENT LIST:**

FDP on Case Study Teaching & Writing - Date: 12-06-2024						
SI. No	Emp ID	Name	KIT			
1	1427	Dr. Pompi Das Sengupta				
2	1209	Dr. Vishakha Joseph				
3	1087	Dr. Rajeev Kumar Sinha				
4	1039	Jaideep Das Gupta				
5	1170	Dr. Nikita Shukla				
6	1103	Atul Pathak				
7	1027	Sudeshna Sarkar				
8	1135	Sunita Jha				
9	1471	Dr. Vijyata				
10	1480	Shashi Pathak				
11	1532	Prince Jaiswal				
12	1533	Atalik Hussain Khan				
13	1535	Dr. Manoj Dash				
14	1553	Barun Kumar Jha				
15	1556	Dr. Partha Priya Das				
16	1643	Chanchal Mandal				
17	1003	Ankita Singh				
18	1133	Nishant Kumar				





19	1212	Dr. Rama Singh	
20	1129	Ranjan Kumar	
21	1042	Ratan Singh	
22	1250	Seema Das	
23	1527	Suman Kumari	
24	1528	Somaditya Majumdar	
25	1642	Dr. Pramod Kumar Singh	
26	1199	Nazish Shahid	
27	1278	Amna Bibi	
28	1473	Priyanka Bera	





### PHOTOS OF THE COURSE:



**Figure 2: Photo of the Event:**\_Faculty Development Programme On Case Study Teaching and Writing. Instructor explaing the Key points of Case.







**Figure 3: Photo of the Event:** Faculty Development Programme On Case Study Teaching and Writing. Instructor explaing the Kev points of Case







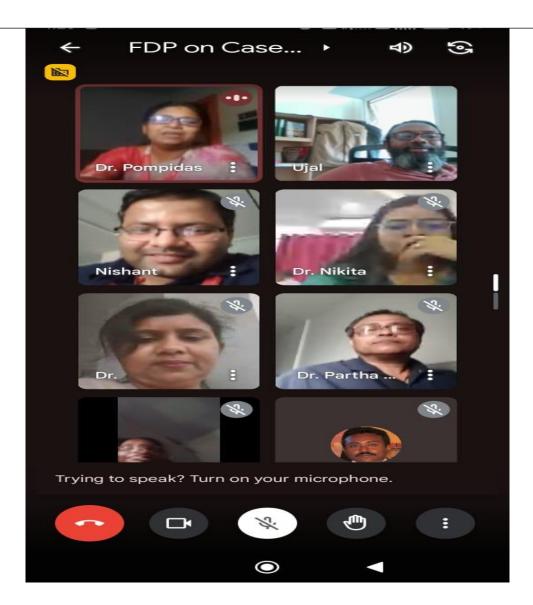
Figure 4: Photo of the Event: Faculty Development Programme On Case Study Teaching and Writing. Group Photo







**Figure 5: Photo of the Event:** Faculty Development Programme On Case Study Teaching and Writing. Instructor explaing the Key points of Case



**Figure 6: Photo of the Event:** Faculty Development Programme On Case Study Teaching and Writing. Instructor explaing the Key points of Case





# ATTENDANCE SHEET (Compiled Sheet):

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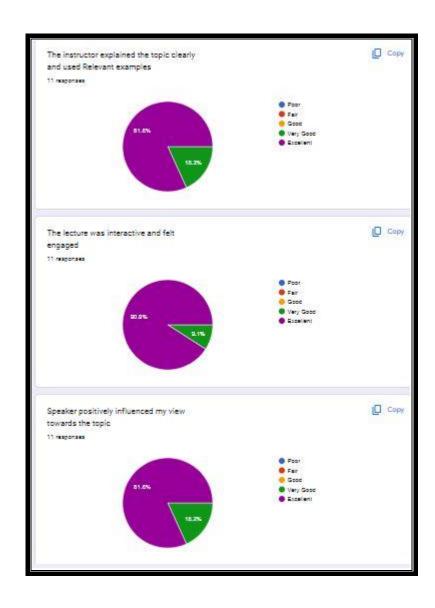
# **FEEDBACK FORM:**

6/20/24, 10:13 A/	Feedback Overall Course	
ι	Feedback Overall Course or. Ujjal Mukherjee- resource person	
	Email *	
2.	Name *	
3.	WhatsApp No *	
4.	Department *  Mark only one oval.  BBA	
5.	The instructor explained the topic clearly * and used Relevant examples	
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# **FEEDBACK ANALYSIS OF THE COURSE:**













### **CERTIFICATES OF THE COURSE**

