



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.

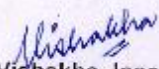
The Course will be conducted in Hybrid mode in room no. 142 Aryabhata Block. The FDP is open to all the Fraternity of Commerce and Management.

Following are the details:

Duration	12 th to 16 th May 2024
Venue	Room No.142, Block A
Resource Person	Dr. Ujjal Mukherjee, Professor, Joint Coordinator & Consultant - Institute 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


Dr. Pompi Das Sengupta
Asst. Dean (UG)
School of Commerce & Management
Assistant Dean (UG)
School of Commerce and Management
Arka Jain University, Jharkhand

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

FACULTY DEVELOPMENT PROGRAMME

ON- CASE STUDY TEACHING & WRITING

Date of Event	12th -16th 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:

JGI **ARKA JAIN University** **NAAC GRADE A**
Jharkhand ACCREDITED UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT
Department of Management (BBA)

FDP on Case Study Teaching Writing (Skill Development)

Hybrid Mode

12th to 16th June , 2024
1:00 pm - 4:00 pm

Dr. Ujjal Mukherjee
(Alumnus IIM-A)
Professor, OB, and HRM,
Joint Coordinator, Consultancy
Institute of Public Enterprise
(Under the aegis of ICSSR, MoE, GoI)
Hyderabad

Convenor
Dr. Pompe Das Sengupta
Coordinator
Sudeshna Sarkar
Barun Jha

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.



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

ARKA JAIN UNIVERSITY
JHARKHAND

ABOUT SCHOOL OF COMMERCE AND MANAGEMENT

AJU School of Commerce and Management 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 Bachelor 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.

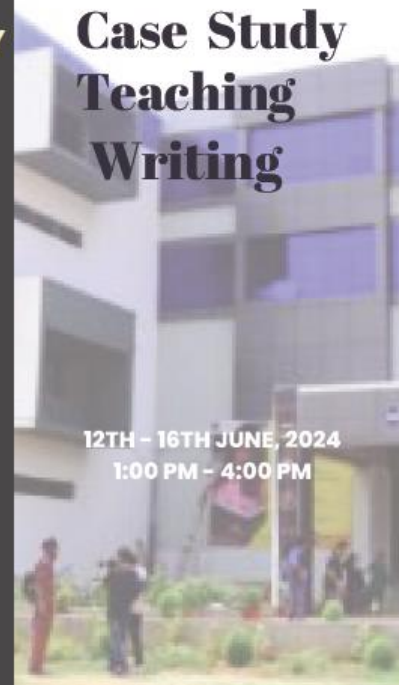
FDP

ON

Case Study Teaching Writing

12TH - 16TH JUNE, 2024

1:00 PM - 4:00 PM



SCHEDULE OF THE COURSE

Start Date	12-06-2024
End Date	16-06-2024
Timings	1:00 – 4:00 PM
Venue	Aryabhata 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			
Sl. No	Emp ID	Name	KIT
1	1427	Dr. Pompe 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 explaining the Key points of Case.



Figure 3: Photo of the Event: Faculty Development Programme On Case Study Teaching and Writing. Instructor explaining 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 explaining the Key points of Case



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

ATTENDANCE SHEET (Compiled Sheet):

FDP on Case Study Teaching & Writing - Date: 12-06-2024						Signature				
Sl. No	Emp ID	Name	KIT	12-06-2024	13-06-2024	14-06-2024	15-06-2024	16-06-2024		
1	1427	Dr. Pompi Das Sengupta		<i>Pompi</i>	<i>Pompi</i>	<i>Pompi</i>	<i>Pompi</i>	<i>Pompi</i>		
2	1273	Dr. Urvesh Thakur								
3	1209	Dr. Vashakha Joseph	✓	<i>Vashakha</i>	<i>Vashakha</i>					
4	2087	Dr. Rajeev Kumar Sinha	✓	<i>Rajeev</i>	<i>Rajeev</i>	<i>Rajeev</i>	<i>Rajeev</i>	<i>Rajeev</i>		
5	1039	Jaideep Das Gupta	✓	<i>Jai</i>	<i>Jai</i>	<i>Jai</i>	<i>Jai</i>	<i>Jai</i>		
6	1170	Dr. Nikita Shukla	✓	<i>Nikita</i>	<i>Nikita</i>	<i>Nikita</i>	<i>Nikita</i>	<i>Nikita</i>		
7	13113	Sud Pathak	✓	<i>Sud</i>	<i>Sud</i>	<i>Sud</i>	<i>Sud</i>	<i>Sud</i>		
8	1027	Sudeshna Sarkar	✓	<i>Sud</i>	<i>Sud</i>	<i>Sud</i>	<i>Sud</i>	<i>Sud</i>		
9	1135	Sunita Jha	✓	<i>Sunita</i>	<i>Sunita</i>	<i>Sunita</i>	<i>Sunita</i>	<i>Sunita</i>		
10	1471	Dr. Vijaya	✓	<i>Vijaya</i>	<i>Vijaya</i>	<i>Vijaya</i>	<i>Vijaya</i>	<i>Vijaya</i>		
11	1480	Shachi Pathak	✓	<i>Shachi</i>	<i>Shachi</i>	<i>Shachi</i>	<i>Shachi</i>	<i>Shachi</i>		
12	1542	Prince Jaiswal	✓	<i>Prince</i>	<i>Prince</i>	<i>Prince</i>	<i>Prince</i>	<i>Prince</i>		
13	1533	Atalik Hussain Khan	✓	<i>Atalik</i>	<i>Atalik</i>	<i>Atalik</i>	<i>Atalik</i>	<i>Atalik</i>		
14	1535	Dr. Manoj Dash	✓	<i>Manoj</i>	<i>Manoj</i>	<i>Manoj</i>	<i>Manoj</i>	<i>Manoj</i>		
15	1553	Barun Kumar Jha	✓	<i>Barun</i>	<i>Barun</i>	<i>Barun</i>	<i>Barun</i>	<i>Barun</i>		
16	1556	Dr. Partha Priya Das								
17	1648	Chanchal Mandal	✓	<i>C.Mandal</i>	<i>C.Mandal</i>	<i>C.Mandal</i>	<i>C.Mandal</i>	<i>C.Mandal</i>		
18	1004	Ankita Singh	✓	<i>Ankita</i>	<i>Ankita</i>	<i>Ankita</i>	<i>Ankita</i>	<i>Ankita</i>		
19	1133	Nishant Kumar	✓	<i>Nishant</i>	<i>Nishant</i>	<i>Nishant</i>	<i>Nishant</i>	<i>Nishant</i>		
20	1217	Dr. Rama Singh	✓	<i>Rama</i>	<i>Rama</i>	<i>Rama</i>	<i>Rama</i>	<i>Rama</i>		
21	1129	Ranjan Kumar	✓	<i>Ranjan</i>	<i>Ranjan</i>	<i>Ranjan</i>	<i>Ranjan</i>	<i>Ranjan</i>		
22	1042	Ratan Singh	✓	<i>Ratan</i>	<i>Ratan</i>	<i>Ratan</i>	<i>Ratan</i>	<i>Ratan</i>		
23	1750	Seema Das	✓	<i>Seema</i>	<i>Seema</i>	<i>Seema</i>	<i>Seema</i>	<i>Seema</i>		
24	1527	Suman Kumari	✓	<i>Suman</i>	<i>Suman</i>	<i>Suman</i>	<i>Suman</i>	<i>Suman</i>		
25	3528	SomaDitya Majumdar	✓	<i>Soma</i>	<i>Soma</i>	<i>Soma</i>	<i>Soma</i>	<i>Soma</i>		
26	1647	Dr. Pramod Kumar Singh	✓	<i>Pramod</i>	<i>Pramod</i>	<i>Pramod</i>	<i>Pramod</i>	<i>Pramod</i>		
27	1199	HAZIM SHARIF	✓	<i>Hazim</i>	<i>Hazim</i>	<i>Hazim</i>	<i>Hazim</i>	<i>Hazim</i>		
28	1278	AMINA BT BT	✓	<i>Amina</i>	<i>Amina</i>	<i>Amina</i>	<i>Amina</i>	<i>Amina</i>		
29	1473	PRIYANKA DEBA	✓	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>	<i>Priyanka</i>		

Sudeshna Sarkar

Course Coordinator
 Ms. Sudeshna Sarkar & Mr. Barun Jha

Course
 Dr. Pompi Das Sengupta

FEEDBACK FORM:

6/20/24, 10:13 AM

Feedback Overall Course

Feedback Overall Course

Dr. Ujjal Mukherjee- resource person

* Indicates required question

1. Email *

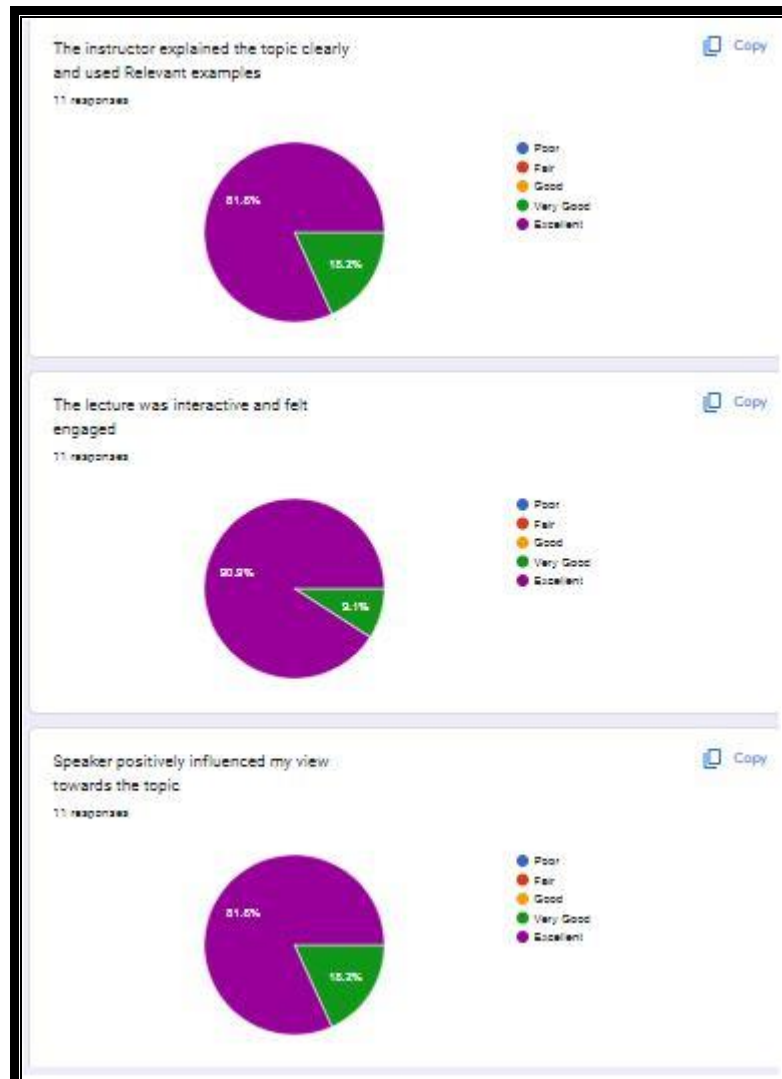
2. Name *

3. WhatsApp No *

4. Department *

Mark only one oval. BBA [B.COM](#)5. The instructor explained the topic clearly *
and used Relevant examples*Mark only one oval.* Poor Fair Good Very Good Excellent

FEEDBACK ANALYSIS OF THE COURSE:



Category	Percentage
Excellent	81.8%
Very Good	18.2%

In future, I would like to attend the lectures from the speaker

11 responses

Category	Percentage
Excellent	81.8%
Very Good	18.2%

Comments

11 responses

-
- Learnt various topics with ease
- An opportunity to learn & teach differently
- The style of audience engagement was excellent.
- Need some more lecture to get well trained in case writing.
- No comment
- None
- Way of presentation is very good
- No comments

CERTIFICATES OF THE COURSE

