

# Workshop on Business Case Writing and Case Teaching

Venue : Vivekananda Institute of Management Studies, Coimbatore

## Workshop Mission

- To Empower every Management Institute to Initiate a Case Research Center of their own
- To Empower Business School Faculty to Build their own Repository of Case Studies
- To Liaise between Business Schools and Global Case Repositories like The Case Center (UK)
- To Facilitate in Building a profit center at B. Schools through case research centers

## Objectives

- To enable faculty to develop cases on their own
- To build essential competencies for case writing
- To discuss learning process and phases of case writing
- To discuss popular theories of case writing
- To discuss Guiding Principles behind case writing

After the workshop, the audience will be in a position to:

- Develop a teaching case study on their own
- Use case study as a teaching method in the academic sessions

## Workshop Information:

- Date: 04/05/2019
- Venue: VIMS, Coimbatore
- Duration: 1 Day (09:00 AM to 06:00 PM)
- Fee: Rs 3000 per participant
- Workshop Exercise kit will be provided
- Lunch included

The coach will offer a continued assistance to the participants for the subsequent 6 months and will co-author 3 case studies with each participant and publish those on global publishing platforms