

The logo for AIMS (Association of Indian Management Schools) features the word "AIMS" in a bold, red, sans-serif font. The letter "A" is stylized with three parallel lines to its left, creating a sense of depth and movement.

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

13th Online Case Writing Workshop

27 - 29 MARCH 2025

Facilitator



Dr. Upinder Dhar
Vice Chancellor

Dr. Upinder Dhar is First Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore). Earlier, he was Group Additional Vice Chancellor and Pro-Vice Chancellor (Academics), Amity University (Noida); First Vice Chancellor of JK Lakshmi Pat University (Jaipur); Director - Institute of Management, Dean - Faculty of Management, and Dean - Faculty of Doctoral Studies and Research, Nirma University (Ahmedabad); Director - Prestige Institute of Management and Research (Indore); Professor of Management at NITIE (Mumbai); Reader at IMS-DAVV (Indore); and Lecturer at M.D. University (Rohtak). He has conducted 735 management and faculty development programs for the executives of major business houses and faculty members of academic institutions respectively. He has also been Guest Faculty at IIM Calcutta, IIM Indore, IIM Trichy and IIT Roorkee. Besides undertaking consultancy assignments, he has authored/co-authored/edited 881 publications. Forty-six (46) scholars have been awarded Ph.D. degree under his supervision by various universities.

A Fellow of ISTD and a strong proponent of Case Method, Dr. Dhar was conferred Ravi J Matthai National Fellow Award by the Association of Indian Management Schools in 2018, and AIMA-Kewal Nohria Award for Academic Leadership in Management Education - 2022 by the All India Management Association in 2022. He has been on the Panel of Reviewers of number of international journals, such as International Journal of Training and Development, Human Resources International, Journal of Global Business and Technology, and South Asian Journal of Management. He has also been on the Panel of Experts maintained by the NAAC (Bangalore), NBA (Bangalore); ICSSR (New Delhi); and SAQS (Hyderabad). He was President of Anthropological and Behavioral Sciences Section of the Indian Science Congress Association in 2007-08, Indian Society for Training and Development in 2008-09 and Association of Indian Management Schools in 2014-15. He has also been Member of the Council of Management of AIMA, Member of ATMA, All India Board of Management Studies of AICTE, Rajasthan State Productivity Council, Governing Board of DELNET, and Member of the Executive Board of AMDISA.

Dr. Dhar was awarded Commonwealth Fellowship twice to present his papers at the South Asian Management Forums held at Royal Institute of Management, Bhutan and Lahore University of Management Science, Lahore. He was invited by the American Society for Engineering Management as resource person for Case Method during its international annual Conference held at Minnesota in 2013. He has also been resource person in the Leadership for Academicians Program (LEAP) sponsored by MHRD and organized by IIT Roorkee in 2018 and BHU Varanasi in 2019. He had the opportunity to visit Ivy league institutions like Harvard Business School, MIT Sloan School of Management, and Yale University School of Management. He has also visited 18 countries for professional and academic interest. He has been on the high powered Expert Committees constituted by MHRD, UGC, AICTE and Hon'ble Governor of Uttar Pradesh. He was President of the International Simulation and Gaming Association (2021-22), and a Member of the Standing Committee on Specification of Degrees u/s 22 of the UGC Act, 1956; Expert Group constituted for Implementation of NEP 2020, and Governing Council of the Association of Indian Universities. Currently, he is a member of the Executive Board of AMDISA (2022-24). Besides his professional engagements, Dr. Dhar has been a dedicated Rotarian since 1997. He was instrumental in setting up two Rotaract Clubs in the institutions headed by him.

Introduction

Management education cannot be complete without citing appropriate examples. Case method, hence, has gained significant importance as an alternative pedagogical tool to the traditional lecture method of imparting knowledge to learners. It involves active participation of learners, which is more stimulating than the role of passive listening played by them in the formal lecture session.

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"There is a dearth of good cases which are developed in Indian environment"

Case Method

Cases are real life situations where learners are exposed to a thought provoking business decision-making environment. Case is an effective simulation for management students to develop knowledge, sharpen logical and analytical skills and improve the ability to communicate. It helps them to translate concepts and theories into action by giving them an opportunity to process information, analyze problems and evaluate decisions. The case method makes learning challenging and interesting, thereby fostering creativity.

Objectives

- To develop case writing skills of the participants.
- To encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical skills of participants. In view of the inadequacy of suitable case literature reflecting Indian situations, the workshop aims at developing and publishing case studies for use in teaching and training sessions.

Online Workshop

This online workshop is an attempt to facilitate the faculty members working in various B-schools to write management cases based on Indian situations.

Programme Schedule

Day 1: 27th March 2025

02:00 pm - 03:30 pm

Brief Introduction to the Workshop

04:00 pm – 08:00 pm

Interaction of groups with corporate representatives

Day 2: 28th March 2025

10:30 AM – 12:30 PM

Review of the Information collected on Day 1

2.30 PM - 5.30 PM

Drafting of the Case- I

Day 3: 29th March 2025

10:30 AM – 12:30 PM

Drafting of the Case-II

02:00 PM – 04:00 PM

Presentation of Case Drafts

Candidates should attend and actively participate in all sessions.

Delegate Fees



For Members - ₹1200 (service tax included)

Non Member - ₹1500 (service tax included) will be charged per head

Registration Details

**Association of Indian Management Schools
AXIS Bank Current Ac/No: 922020022909353
IFSC: UTIB0000068
Branch: Secunderabad**

**Once the payment is done, kindly click on the
below link to register for the workshop:
<https://forms.gle/CkP4oQdMWd7PvPUZ6>**

Contact Us

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