

writing case studies. One of her case studies was selected in Edge farm competition organized by CII. The case was later published by case center and it was one among the HR and OB cases published in 2018.

**Mr. Nijesh Shah, Group President,  
Sapna Book House**

He is a young and passionate entrepreneur who started Sapna Infoway from a stock room when he was 22 and spearheaded the company into a \$1Million venture in just 18 months. At 24, Nijesh Shah acquired Ishita Technologies in Decemeber 2014, which was valued at \$13Million. Ishita Technologies comes in with 3 Big brands in the Internet Space – Bookadda.com, Acadzone.com and Koolskool.com. Apart from the distinct Internet Penetration the company has, Nijesh Shah is also expanding the company's footprints into Self-Publishing, Print-on-Demand and E-Books through his new venture SapnaInk.com and building a platform for connecting authors and readers through SapnaRise, a mobile enabled application. Sapna Infoway aims to be a one stop technology enabled solution providing platform that gives access to books, digital content, academic content, e-learning, readership platforms and school & institutional supplies under one umbrella. Nijesh is also a promoter and board member at Manzil Events, an event management company he formed along with his friend during his college years.

**Target Audience :** Current and prospective Academicians, Participants from Corporate.

### Registration Details

Registration fee ₹ 2,000

Fee includes Registration kit, lunch and refreshment

Accommodation would be provided on the basis of prior request. Accommodation fee is chargeable.

### For accommodation contact

**Dr. Roopa Temkar V.**

**Mobile: 9449545150**

### For registration contact

**Mrs. Roopa Karnam**

**Mobile: 9448826223**

### Payment Mode:

DD should be drawn in favour of "Principal, SJBIT" payable at Bangalore. Spot registration is also accepted.

### Online Transactions:

Account Name : Principal SJBIT A/c No. : 2890101004792

Canara Bank Branch : BGS Kengeri

IFSC : CNRB0002890 MICR Code : 560015146

**For NEFT : Transaction acknowledgment should be produced.**



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust (R)

## SJB INSTITUTE OF TECHNOLOGY

Bengaluru - 560 060

**Department of MBA**

**5 days Faculty Development Program on**

## CASE - WRITING, CASE - BASED TEACHING AND RESEARCH

**22<sup>nd</sup> to 26<sup>th</sup> July, 2019**

### REGISTRATION FORM

Name : .....

Branch : .....

Designation : .....

Institution Name : .....  
& address .....

Phone (Off) : .....

Mobile : .....

E-mail : .....

### Registration Fee Details

DD No. : .....

Date : .....

Bank : .....

**DECLARATION :** This is to certify that the above member(s) is/are bonafide staff/employee of this Institution/Organization.

Signature of the participant

Sign. of HOD / Principal/  
Head of Organisation

DD to be Drawn in favour of the "PRINCIPAL, SJBIT" Payable at Bengaluru

Kindly Note : Photocopies may be used for more entries

### Blessings :

**His Divine Soul Jagadguru Padmabhushana  
Sri Sri Sri Dr.Balagangadharanatha Maha Swamiji**  
Founder President, Sri Adichunchanagiri Shikshana Trust (R)

### Chief Patron :

**His Holiness Jagadguru  
Sri Sri Sri Dr. Nirmalanandanatha Maha Swamiji**  
President, Sri Adichunchanagiri Shikshana Trust (R)

### Patron :

**Revered Sri Sri Dr. Prakashnath Swamiji**  
Managing Director, SJB & BGS Group of Institutions, Bengaluru

### Organising Chair :

**Dr. Puttaraju**  
Principal, SJBIT,  
Bengaluru

### Convener:

**Dr. Mamatha J**  
Associate Professor & Head,  
Department of MBA

### Coordinator:

**Ms. Girivasuki. K,**  
Assistant Professor, Dept. of MBA  
M- 9591970048

### Organising Committee:

**Dr. Buvanewari P,** Professor  
**Dr. Roopa Temkar V,** Assistant Professor  
**Mr. Bharath T S,** Assistant Professor  
**Mrs. Roopa Balavenu,** Assistant Professor  
**Mrs. Roopa Karnam,** Assistant Professor  
**Mrs. Laxmi M,** Assistant Professor  
**Mrs. Krupa M,** Assistant Professor

|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust (R)



**5 Days Faculty  
Development Program  
on**



## **CASE - WRITING, CASE - BASED TEACHING AND RESEARCH**

**22<sup>nd</sup> to 26<sup>th</sup> July, 2019**



Organised by :

**Department of MBA**

## **SJB INSTITUTE OF TECHNOLOGY**

(Affiliated to VTU, Approved by AICTE - New Delhi, Accredited by NAAC with 'A' Grade)

BGS Health & Education City, Dr. Vishnuvardhan Road  
Kengeri, Bengaluru - 60 Ph : 080-28612445 / 46,  
Fax: 080-28612651 Web: www.sjbit.edu.in

## About SJBIT

SJBIT was established in the year 2001 with the blessings of his Divine Soul, Jagadguru Padmabhushana Sri Sri Sri Dr. Balagangadharanatha Maha Swamiji of Sri Adichunchunagiri Shikshana Trust®. SJBIT is one among the 500 plus Educational Institutions. The institution is affiliated to Visveswaraya Technological University, Belagavi and approved by AICTE, New Delhi. Our institution is committed to Intellectual, Social, Spiritual and Personal Growth emphasizing a comprehensive Educational Program leading to High Academic Standards. The institution is proud to announce to all the stakeholders that SJBIT has been accredited by NAAC "A" Grade with CGPA-3.22

## About the Department

The Department of Management Studies was established in 2008 with an intake of 60 students. Since 2013 the intake has been increased to 120 students. The course is designed to provide Quality Management Education and acquire skills, attributes and capabilities, to reach responsible global positions in Management. To enable this status, the course employs a combination of theoretical and experiential learning to inculcate the right attitude and confidence to the future managers. Our dynamic teaching professionals impart contemporary inputs and practical examples in a user friendly environment. Various workshops and seminars are organized for the budding entrepreneurs under the ED cell. The department is glad to mention that VTU has sanctioned Research Centre to focus on theoretical as well as empirical research in the field of Management.

## About Faculty Development Program

Teaching with cases has become an integral part of management education today. The outcomes of this approach are: more participation by students, highly stimulating classroom discussions, honing of problem solving and cognitive skills of students, better preparedness of students for real life corporate realities/issues, learning becomes multi-dimensional and inter-disciplinary– and a renewed joy in teaching and learning.

## Objectives of the Program

- To differentiate case-based teaching from traditional teaching and emphasise the importance of case method in the teaching learning process which **satisfies the NBA criteria**
- To learn the strategies of engagement while using case studies as a teaching tool.
- To manage time effectively while teaching with cases.

- To learn the art and craft of case-writing, with special emphasis on the techniques for enhancing the appeal and potential of the case.
- To guide the participants on case-writing.
- To understand the uses and benefits of a teaching note and learn the structure and content of a good teaching note.
- To recognize and manage the ethical and practical issues in writing cases.
- To help participants appreciate the context and need for case-based research and to enable them to use cases effectively for research.
- To discuss model cases and teaching notes.

## Program highlights

- Deep Learning, Traditional teaching, Innovative Teaching practices – Evolution of case method of teaching.
- Importance of using case method in teaching
- Fundamentals of teaching a case session, including case selection and preparation
- Opening a case-based session and guiding the discussion
- Closing a case-based session
- Practice sessions. Participant's presentations and Case-Teaching demonstration.
- Case-Teaching: Experience Sharing & Issues
- Critical considerations when planning to write a case. Abstract, opening paragraph
- Characteristics of a good case, Primary Data Collection, The Writing Process
- Internet & Library Search, Teaching Note – Purpose, Components of Teaching Note, Development of a teaching plan.
- Publication of cases
- Case Based Research – Richness.
- Approaches and methods for case based research. Required skills.
- Construction, design and interpretation. Contributions and Limitations of Case Based research.
- Assignment – Case Synopsis, structure evaluation and grooming. Feedback.
- Meeting a Protagonist, sharing his experience with case writers.
- Showcase – Model cases

## Learning Methodology

The FDP will be interactive interspersed with exercises and practice

## Resource Persons

### Dr. Mathew J Manimala, Retd. Professor, IIMB :

Professor of Organizational Behaviour and Chairperson of the OB&HR area at the Indian Institute of Management Bangalore (IIMB). Prior to joining IIMB, he has served as Senior Member of Faculty and Chairman, Human Resources Area, at the Administrative Staff College of India (ASCI), Hyderabad. He has received several academic honours including a Certificate of Distinction for Outstanding Research in the Field of New Enterprise Development from the Academy of Management. He has been awarded research fellowships by prestigious international agencies such as the European Foundation for Management Development (for a research fellowship at Manchester Business School, Manchester, UK: 1990-91) and the Shastri Indo-Canadian Institute (for a research fellowship at the University of Calgary, Canada: 1998-99). A multi-country research project involving more than 30 countries, of which he was the leader of the India team for two years. He authored/edited several management and entrepreneurship books. Professor Manimala has done extensive research in the area of Entrepreneurship. His work on Entrepreneurial Heuristics is acclaimed by the community of researchers (including the Academy of Management) as a pioneering work in the field, wherein he has also perfected and used a novel methodology called the 'Case-survey method'. He has published more than 50 research papers and articles in refereed international journals and presented papers mostly in international conferences.

### Dr. A. Sivakumar, Professor, VIT B School

Dr Sivakumar is a management academic with more than 2 decades of experience in academics. His doctoral work was in the marketing area. He completed a 2-year post-doctoral research on Base of the Pyramid (BoP) at TU Delft Netherlands. His postdoctoral work was on Retailing of healthcare products and services. He has published a book on Retail Marketing and taught Retailing Management for more than a decade. For 4 years, he served as a Guest Columnist in RetailBiz a specialist ET magazine focusing on the retail sector. His co/authored cases have won prizes at the ISB-Ivey Global Case Competitions. He has more than 20 cases listed in various prestigious Case Clearing houses like Harvard, Ivey and Case Center. He has facilitated several case writing workshops. His research has appeared in international journals like International Journal of Retailing and



Distribution Management. He has consulted organizations like CAMPCO, Mahyco and Corporation Bank. He has taught at executive education programs in IIM Bangalore and Kozhikode and conducted several faculty development programs on Marketing teaching and case writing.

### Dr. A.Satya Nandini, Professor

#### BMS College of Engineering :

Dr. A.Satya Nandini, Professor, Department of Management Studies & Research Centre, BMS College of Engineering. She has been associated with BMSCE for almost 2 decades and has around 25 years of experience covering Industry and Teaching. She is passionate about case writing and teaching and conducts case writing workshops. Her paper on "Resistance when constructive is expedient to enhance the value of the change initiative – A case study of Technology Transformation Journey" was presented in the ACPM European Change Management Conference held in Copenhagen and was recognized as an outstanding contribution. Dr.Satya's recent cases include Mc Donald's success story in India, iD Fresh Foods, Brahmin's coffee bar, Renaissance RTE pvt Ltd, Big Kids kemp, Criyagen, Born to Win consultants and Green Kitchen family Restaurant. The case study titled " Green Kitchen Family Restaurant: Managing the New age customer" was presented at the International Research Conference in collaboration with the Academy of Indian Marketing and received the Best Case Study Award. Her case study titled "Beyond the wellness intervention of renaissance - To prevent musculoskeletal disorders among garment workers" was selected among the top 7 cases for presentation before an eminent jury in the 4rth edition of Edge farm CII HR case writing competition.

### Dr. Minu Zachariah, Asst. Professor

#### BMS College of Engineering.

Dr. Minu Zachariah has around 20 years of professional and academic experience in Human Resource Management. She worked in the corporate for 2 years and joined academics in 2001. She has M.Phil. in Management and completed Ph.D. from Visveswaraya Technological University. She has presented research papers in various national and international conferences. She also has published some research papers and cases in reputed national and internal journals and received 34 citations for one of her papers on employee retention in IT industry. She is passionate about doing research and

