

# Workshop on Case Study Methodology

February 16-17, 2018

In all major universities, institutions, and corporate training departments the world over, the case study methodology is being used extensively. This methodology, when well employed, not only helps to bring real life experiences into the classroom but also provides the students/employees with the opportunity to hone their decision-making skills. Employing the case study methodology is challenging and the trainer has to be mentored so that he/she can use this method effectively. The Workshop seeks to expose the participants to key aspects of deploying case methodology. The sessions in the workshop will be conducted by eminent trainers from different functional areas with significant experience in using the case study method. The trainers will provide inputs on encouraging students to participate, having a set flow, taking care of the digressers, and also evaluating the students. The ultimate objective is to train the participants in making the case method a great learning experience for the students as well as the instructor.



## Participants

The workshop on case methodology will benefit

- ♦ Faculty members interested in learning about the intricacies of case methodology
- ♦ Trainers who want to try out innovative and participative training approaches

## Program

The workshop includes training on

- ♦ Prerequisites for case methodology
- ♦ Using case methodology tools and processes
- ♦ Course planning with cases
- ♦ Preparing for a class with cases
- ♦ Facilitating and managing the classroom discussion
- ♦ Evaluation and feedback

## Objectives

- Gaining practical insights
- Understanding how to plan and prepare for a class
- Learning how to manage the classroom discussion and encourage student participation
- Learning how to evaluate and provide feedback to students

### Course Director

Professor G.V. Muralidhara  
Dean & Campus Head  
IBS Bengaluru



**Prof. G.V Muralidhara** is a Mechanical Engineer, PGDM and Gold Medalist from the Indian Institute of Management Bangalore and a Chartered Financial Analyst. With an industry experience of more than 28 years, he has held several senior positions in reputed public sector and private sector organizations. Prior to

his stint as Campus Head at IBS Bangalore, he was the Dean – Case Research Center at IBS Hyderabad. In this position, he led a team of talented case writers at the globally renowned center of excellence which won several international awards and accomplishments. Prof. G.V. Muralidhara has authored/co-authored more than one hundred case studies in management. Several of these have won awards at international competitions and are also reprinted in international textbooks. He has been a jury for a number of competitions and a reviewer for many international conferences. He has conducted a number of faculty development workshops as well as Management Development Programs.

<https://www.linkedin.com/pub/muralidhara-gv/16/895/43b>

### Registration Fee

INR 2,000 per participant  
(GST @ 18% extra)

Use the registration form available in the brochure.

Filled in registration form may be sent to:

**Dean – MDP, IBS Bengaluru**

#231, State Highway – 17, Bengaluru-Mysore Road

Near Kengeri Check Post, Kengeri, **Bengaluru 560 060**





## **IBS Bengaluru**

Set in India's IT hub, a city that has lent itself to a verb in the English language, IBS Bengaluru brings together the finest faculty and students together in a great learning environment.

The spacious campus is situated on Mysore Road well connected from all parts of the city and easily accessible from the Nice Road. Equipped with the state-of-the-art infrastructure, IBS Bengaluru is situated amidst beautiful greenery that creates an excellent ambience. It has a well-stocked library with 26,000 books and 3,000 educational CDs. The campus has the latest IT infrastructure and Wi-Fi connectivity across the campus.



The team of experienced and well qualified faculty members drawn from both the academia and industry are engaged in research and conducting training programs for practicing managers.



# IBS

ICFAI BUSINESS SCHOOL

BANGALORE



## Workshop Location:

### IBS BANGALORE

# 231, SH-17, Bangalore Mysore Road, Kengeri  
Bangalore - 560060, Karnataka, INDIA.

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[www.ibsindia.org](http://www.ibsindia.org)



## REGISTRATION FORM

# Workshop on Case Study Methodology

February 16-17, 2018

Name of the Institution :

Contact Person :

Phone No. :

Email :

Participant Details		
Name	Email ID	Mobile No.

Total No. of Participants: \_\_\_\_\_ Total Amount: Rs. \_\_\_\_\_

( in words \_\_\_\_\_ only)

- Note:
1. Rs. 2,000/- (GST @ 18% extra) per participant
  2. The DD may be drawn in favor of "**ICFAI Business School, Bengaluru**"

DD No. :

Date :

Branch :

Please mail scanned registration form to [mdp.ibsb@ibsindia.org](mailto:mdp.ibsb@ibsindia.org)  
and courier the registration form along with DD to: Dean – MDP, IBS Bengaluru, #231, State Highway – 17,  
Bengaluru-Mysore Road, Near Kengeri Check Post, Kengeri, Bengaluru 560 060