

INSTITUTE OF MANAGEMENT STUDIES GHAZIABAD, INDIA



IMS
GHAZIABAD
NAAC ACCREDITED WITH 'A' GRADE

Faculty Development Programme
ON

SUCCESSFUL CASE TEACHING Bringing Field to Class

Saturday, November 19, 2016

Venue : Institute of Management Studies, Ghaziabad

Management education is about cultivating managers who can meet demands of a dynamic business world, where decision making is increasingly complex. Business educators across the world leverage Case Method of Teaching to hone decision and analytical skills of students. Pioneered by Harvard Business School, Case Method has come to dominate B-School pedagogy globally. Cases provide a virtual reality experience of a decision situation and learners develop and defend best-fit-solutions. In the process, they draw valuable insights that stay.

OBJECTIVES

The FDP aims at instilling excellence in instruction by exposing the participants to the science and art of 'Successful Case Teaching'. The focus will be on discussing ways of handling cases by an instructor with diverse groups of students, learning to balance the elements of planning & spontaneity and pursue teachable moments that emerge through discussion.

KEY TAKEAWAYS

- Introduction to case method teaching
- Elements of relevant case selection
- Multiple means of integrating case teaching into curriculum
- Time-tested approaches for preparing and leading discussions
- Successful case writing and publishing

SPEAKERS

- **Dr Deepak Tandon**, Professor, IMI New Delhi
- **Dr Dwarika Prasad Uniyal**, Assistant Dean, IIM Kashipur

WHO CAN ATTEND

Faculty members and researchers of all areas in Business schools

INVESTMENT

Faculty Members* Rs. 1500/-
Research Scholars Rs. 1000/-

*Faculty Participation of 2 or more from same institute would be extended a special discounted fee of Rs. 1000/- per person.

PROFILE OF SPEAKERS

Dr Deepak Tandon

Programme Chairperson PGDMBFS

Professor (Finance & Accounting), IMI, New Delhi

A Phd in management from Washington DC, USA and MBA in Finance from FMS, Delhi University, Dr Deepak Tandon has a blend of 33 years of work experience in academics and industry. During his academic stint of 21 years, he has taught in various prestigious B-schools in India and abroad, and is currently heading the Finance & Accounting area at IMI. He has authored over 104 research papers, duly published in leading International & National Finance Journals and Periodicals and has 7 books to his credit. He has vast knowledge of research tools and pedagogy.

Dr Dwarika Prasad Uniyal

Assistant Dean - Executive Education

IIM Kashipur - Dehradun Campus

Dr Dwarika Prasad Uniyal, has over 17 years of work experience in top tier B-schools like IIM, S P Jain Institute of Management and Research (SPJIMR) and Mudra Institute of Communication Ahemadabad (MICA) in India and abroad. He joined academia after a brief stint in industry in retail sector. He has widely published and is a member of editorial and review boards of prestigious international journals. He has been awarded Distinguished Research Fellow as well as Young Global Scholar awards in the past. He has co-authored a best selling text book titled "Managing Retailing", published by Oxford University Press. He has successfully participated in a Global Colloquium on Participant Centered Learning (PCL), Case Method and Innovation in Teaching at Harvard Business School.

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Lal Quan, G.T. Road, Ghaziabad - 201009 | Phone : 91-120-4170600, Fax No. : 91-120-2866034

Email: fdp@imgzb.com | Website : www.ims-ghaziabad.ac.in

ORGANIZING COMMITTEE

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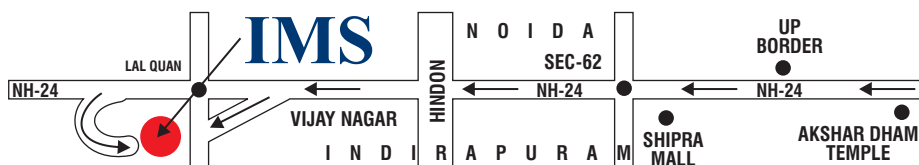
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ABOUT THE INSTITUTE

IMS Ghaziabad is a 26 year old flagship institute of IMS Society Ghaziabad and one of the oldest B School in North India which is accredited 'A' Grade Institute by NAAC (National Assessment and Accreditation Council). IMS Ghaziabad is amongst the Top 10 best MBA Institutes in North India as per latest MBA and B School Rankings. IMS Ghaziabad has been ranked 37th among Top 100 B-Schools of India by Outlook, October 2016, Premier+ by the Education post, July 2016, Rated in Super League 'A2' Group by Business Standard, June 2016, 8th in North India & 28th in all over India by Times of India, February 2016, A++ Institute in Delhi NCR by Chronicle B-School Survey 2016 and many more. IMS Ghaziabad has been awarded as "Best Management College for Industry Interface" in India 2016 by CEGR, "Best Institute for Promoting Industry-Academia Interface"- February 2016, "Best Management Institute for Placement in India" - December 2015 & Best B-School in India-North- April 2015 by ASSOCHAM & more. It has earned a reputation for academic excellence in providing practical and quality academic programmes in the field of Management, and Information Technology. IMS Ghaziabad offers 2 years full time PGDM Programme which has been awarded the MBA equivalent status by the Association of Indian Universities (AIU) and AICTE. The National Board of Accreditation (NBA) has also granted accreditation to the PGDM programme of our institute. Along with PGDM, IMS Ghaziabad also offers M.C.A (Master in Computer Application) affiliated by Dr. A.P.J. Abdul Kalam Technical University, Lucknow. IMS Ghaziabad has been consistently adjudged one of Delhi NCR Top 10 B-Schools in the category of Placements, Industry Interaction, Faculty and International Exposure. IMS Ghaziabad has been consistently reinventing management education with the objective of creating global leaders who can navigate the ever-changing business landscape. The curriculum is constantly updated to meet the dynamic needs of industry and academia. This provides an opportunity to continuously engage in innovating curricula by envisaging current and emerging challenges and opportunities in the business environment. IMS Ghaziabad has recently signed an MOU with Jamia Hamdard University, New Delhi to promote research in the areas of Management and Technology.

With its internationally acclaimed faculty and teaching pedagogy, IMS Ghaziabad feel honoured to be associated with 25000+ Alumni base that are well established at the reputed positions in Industry. We also cherish the strong associations with our renowned galaxy of Recruiters and are proudly accomplishing a continuous record of 100% Placement since its inception. We are offering one of the best placements in Management (PGDM – Equivalent to MBA) and Technology (MCA course) cadre among Delhi NCR & entire north India.



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Name Mr./Ms./Dr.

Institute/Company Name & Address:	
<input type="text"/>	
Designation :	Qualification:
Phone No.:	Mobile No.:
E-mail.:	

Present Address for Communication with PIN Code	
<input type="text"/>	
Phone No.:	Mobile No.:
E-mail.:	

Date of Birth DD MM YY Sex M F

Details of Registration Faculty Member* INR 1500.00 Research Scholars INR 1000.00

Mode of Payment Cash DD Electronic Payments

DD should be drawn in favor of "Institute of Management Studies, Ghaziabad" payable at Ghaziabad

DD Details : Amount Bank & Branch Dated

Electronic Payment (NEFT/RTGS) Details:

Name of Party : Institute of Management Studies
Bank & Branch : Oriental Bank of Commerce, IMS , Lal Quan , Ghaziabad 201009
IFSC Code : ORBC0105146
Bank A/c No. : 51461010000010

(NEFT/RTGS) Details : Amount Transaction No.

Bank & Branch Dated

*Rs. 1000/- each for more than 2 faculty members from the same institute

Date

Signature of Applicant

Forwarded by
(HoD/Dean/Director)