

FACULTY DEVELOPMENT PROGRAM (FDP) ON **CASE WRITING** AT SPJIMR MUMBAI

in partnership with
Emerald Emerging Markets
Case Studies (EEMCS)

Date: May 11 & 12, 2024



Objectives:

- ★ To equip faculty members/scholars with the necessary skills and techniques to develop effective case studies.
- ★ To provide guidance on conducting research, gathering data, and structuring cases for maximum educational impact.
- ★ To foster a community of practice among faculty members interested in case writing, encouraging collaboration and knowledge sharing.

Location:

S. P. Jain Institute of Management and Research, Andheri West, Mumbai.

Mode: Offline

Main attraction of FDP:

- ✓ Publication opportunity at the SI of EEMCS
- ✓ No registration fees
- ✓ Central location of Mumbai

Target Audience:

Faculty members, PhD scholars and industry practitioners

Facilitators:



**Prof. Debmallya
Chatterjee**



**Prof. Amol S.
Dhaigude**



FDP Content

1. **Introduction to Case Writing:**
Understanding the purpose and structure of case studies.
2. **Identifying Case Topics:**
Selecting relevant and engaging topics for case study development.
3. **Research Methods:**
Techniques for gathering data and conducting research for case studies.
4. **Writing Techniques:**
Strategies for writing compelling case narratives and engaging student interest.
5. **Case Analysis and Discussion:**
Methods for facilitating case analysis and classroom discussion.
6. **Feedback and Revision:**
Utilizing feedback to refine and improve case studies for future use.
7. **Drafting teaching note (TN):**
Positioning, analysis and board plans
8. **Case submission and review process:**
End to end guidance on case submission and review process



Publication Opportunity

Publication opportunity at the SI of EEMCS on *Data-driven decision-making in the era of technology disruption*. For more details of this SI, please visit

<https://www.emeraldgrouppublishing.com/calls-for-papers/data-driven-decision-making-era-technology-disruption>



Fees and Registration:

- There is **NO FEE** for participating in this workshop.
- The travel and accommodation cost has to be borne by the participants.
- Interested participants should send their case and TN as per the prescribed format by using the link: <https://forms.gle/Di25LEeBhhB7RVYB6>
- The last date of submission is **April 21, 2024**.
- For primary data driven cases the consent to write the case is mandatory.
- Notification of acceptance of FDP will be communicated by April 30, 2024.

Contact details

In case of any clarification, please feel free to contact

Ms. Rutuja Malusare

Mob. 9137580005 | Email: rutuja.malusare@spjimr.org