Faculty Development Program (FDP) on

“Case Writing and Case Discussion for Enhancing Learning in Marketing Classroom”.

“Case Studies: Teaching to select and take the right path”

On

28-29, June, 2013

At

Jaipuria Institute of Management, Lucknow.
About the Program

The role and relevance of case studies in management education has been established beyond doubt. Cases are believed to impart higher order skills to students. Cases make the classroom more interacting; require higher involvement of students, integration of various functional areas and leads to constructive and structured thinking. The program will broadly focus on two areas:

a) How to discuss cases in classroom.

b) How to write cases for classroom discussion.

The first section will cover various aspects which should be kept in mind while discussing case studies in classrooms. The required instructions to the students, the preparation before classroom, deciding on sequence of classroom discussions, initiating and facilitating discussions, putting it all together and wrapping up session etc will be some points covered in this session. All the registered candidates will be provided case studies along with necessary instructions well in advance for this session.

Very often there is a dearth or a need-gap between the available and the desired case studies. The second section of the program will try to bridge the desired and the available gap in case studies. This section will focus upon how to start with writing case studies for classroom discussion. Identification of issues, information need, sequence and flow of the case will be discussed in this session. This session will also deliberate upon how to extend or develop inter-linkages of marketing case with other functional areas like human resource, information technology, finance and supply chain etc.

All the registered candidates will be asked to provide two topics of interest in marketing on which they would like to develop a case. The final topic will be selected based on preferences of the candidates and will be disclosed to all participants well in advance. The necessary study material and other instructions will be provided to candidates in advance.

About the Institute

Established in 1995, Jaipuria Lucknow is committed to provide quality education and develop students into successful and responsible business leaders and entrepreneurs. The institute received “A” rank from National Assessment and Accreditation Council, and consistently ranks amongst top 25 management institutes in India and amongst top 5 management institutes in North India.

Located in Gomti Nagar, the state of the art campus comprised of fully equipped conference halls / class rooms, auditorium with wi-fi facility. The library has a rich collection of on-line as well as hard bound books and journals. We at Jaipuria strive hard to ponder upon innovative ways to make teaching more effective. We believe in inclusion, dissemination of
knowledge and sharing innovative practices with the fraternity (for more details please refer to: www.jaipuria.ac.in).

**Fees of the program**

3000/- INR per candidate for 2 days includes lunch and evening tea.

**Last date for registration:** 12th June, 2013

**Payment**

Payment may be made by draft or a multicity cheque favoring “Jaipuria Institute of Management, Lucknow” or it may be done through NEFT as per following details:

Name of Bank: State Bank of India, Vijay Khand, Gomti Nagar, Lucknow.

IFSC Code: SBIN 0009916 Saving Bank Account Number: 10070331898

**About the Principal Program Instructor**

Himanshu Misra, is a management graduate from Banaras Hindu University and has almost a decade of experience teaching various papers related to marketing functional area like Brand Management, Services Marketing, Retailing, Rural Marketing etc. He has published and presented research papers in various national and international conferences. His doctoral work involved “Investigation of various factors affecting partnering attractiveness in buyer seller relationship in rural e-commerce models”. His interest areas include consultancy leading to brand prominence, success in organized retailing and rural markets. During his career stint as an academician he has written following cases for classroom discussion:

1. New entrant in Branded Juice Market.
2. Branding an Electronics Chain: Advantage India.
3. Rejuvenating Boroline.
5. McDonalds: From I am loving it to not so loving.
7. Exploring opportunities for Olive Oil brand in India.
8. Packaged Coconut Water prospects In India.
10. Hindustan Fan in Indian villages.
11. Chalo Gaon ki Oor: Developing success plan for “Riddhi-Siddhi” a rural retail chain.
12. Who is performing better: Tanishq or Pantaloons.
13. Preparing a Merchandise Budget plan for “Future-Trends” departmental store.
15. Gehna : Wah Kya kehna
17. Streamlining processes and ensuring growth for Annapurna Catering Services.
   *Few others list indicative only.

Please feel free to contact for any queries and doubts:

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himanshu.misra@jaipuria.ac.in,

09452272065
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Name of Candidate: ____________________________________________

Name of Institute: ______________________________________________

Marketing Courses Taught: ______________________________________

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List two preference areas for case writing session:

A) _____________________________________________________________

B) _____________________________________________________________

Payment Details: ________________________________________________

Date: ___________________________________________________________

Mode of Payment: ________________________________________________

Accommodation required*: _________________________________________

Date                                                                                Signature

*Registration fee covers program fees only. Assistance would be provided by
the institute for outstation candidates in finding a suitable accommodation only.
The filled in form should be mailed to:

Prof. Himanshu Misra  
Jaipuria Institute of Management,  
Vineet Khand, Gomti Nagar  
Lucknow, 226 010

The same may be scanned and mailed to:

himanshu.misra@jaipuria.ac.in