



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune



Faculty Development Program

by

**Dr. Rajesh Panda, Director, SIBM-Bangalore
Dr. Ravi Kumar Jain, Director, SIBM-Hyd &
Dr. Saradhi Kumar G, Assistant Professor, SIBM-Hyd**

Topic:- “Case Writing”

Date:- July 10 to 11, 2019

FDP Report on “Case Writing”

At the outset thank you for the tremendous support for the FDP. The two-day program would not have been successful without your personal interest. The FDP has been well received by the participants. It was felt that the FDP had opened them for case writing and that having attended the FDP, the participants are willing to write business cases.

The wisdom and passion of Dr. Rajesh Panda, Director, SIBM-Bangalore, was highly appreciated. On Day 1, Dr. Panda shared his thoughts on the how cases are different from other academic writings and explained different kinds of cases, highlighting the essence of decision dilemmas that set case studies apart from the other academic works. He also touched upon the best practices in case writing teaching note development and class management while teaching with cases. Dr. Panda asked the participants to develop a teaching Note for a case study that was discussed during the sessions. Dr. Ravi Kumar Jain emphasized the need for developing cases to become better management teachers. By the end of the day, Dr. Saradhi formed groups to identify the possible areas on which cases can be developed and were tasked with the activity of developing case structure and teaching note structure.

On Day 2, all the groups presented their respective case structures and teaching notes. Dr. Panda and Dr. Jain provided their feedback for each group and suggested necessary alterations and provided guidance on completion of the cases. Post presentations, Dr. Jain explained the method of case drafting, including – but not limited to – language, tense and tone of presentation, referencing, necessity of annexures and exhibits. Dr. Saradhi shared his knowledge on the curtail aspects to increase efficiency in information searching on the internet for developing library cases. Dr. Saradhi also shared certain SCOPUS indexed publication avenues. While appreciating the FDP, participants in their feedback requested for a boot camp in the next two months. The idea was agreed by the Director and instructed Dr. Saradhi to arrange for the same in the month of September.



Participants with Resource Persons



One Group Presenting



Dr. Ravi Kumar Jain, Resource Person



A session in progress