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**ET CASES** is an initiative of the Times of India Group - India's largest and most diversified media conglomerate. Our vision is to enable an effective and efficient classroom delivery through case pedagogy – at Undergraduate, Graduate, PhD and Corporate levels. ET CASES aims at creating value for the entire management fraternity – aspiring managers, faculty from business schools and practicing managers from wide spectrum of companies and industries – through seamless collaboration and value sharing.



ET CASES  
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# CASE STUDY WORKSHOP

Engage | Explore | Enrich



Demonstrate

**D Case Studies' Landscape (9:00 to 10:30)**

- Case pedagogy and importance
- Types of cases
- Purpose

**Case Demonstration (10:45 to 13:15)**

- The art of case orchestration and instructor preparation
- Analysis of the HBR case given

Orchestration and analysis of case study in the classroom

Importance of case methodology, types and purposes of cases

Articulate

**A Case Study Constituent Analysis (14:00 to 15:15)**

- Elements of a case study
- The science behind writing case studies

Exercise (15:30 to 17:00)

- To identify a trigger from business news sites and write a Summary, Learning Outcomes and Course
- Developing a caselet based on the chosen trigger
- Participants will be asked to prepare their case for analysis and orchestration the next day

Identifying triggers suited for writing a case study and linking it to a concept

Elements of the case study and filtering information

Teach

**T Case Teaching (9:00 to 10:30 and 10:45 to 13:15)**

Two participants will teach their own caselets

Orchestrating a case study-based classroom discussion

Engage

**E Engaging with the participants (14:00 to 15:15)**

General feedback on case writing and case teaching

Knowing the errors and ways to improvise

**Debriefing (15:30 to 17:00)**

- Summarizing the highlights of the workshop
- Question and Answer session

Clarifying the doubts

**DAY 1**

→ **Cost:** INR50,000/- per day for a 2-day workshop with a maximum of 20 participants, exclusive of taxes + to and fro airfare and boarding & lodging for 2 resource persons + local conveyance

→ **Material:** ET Cases Material + HBSP/HBR Material (The cost of teaching material if taken from HBSP/HBR to be borne by the institute)

→ **Payment Terms:** To be settled within 7 working days of raising the invoice

→ **Contact:** info@etcases.com

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CASE COACH is ET CASES' initiative to train all the interested individuals in case teaching, case writing and case research. Highly useful for management faculty, research scholars, research organizations, independent / freelance researchers, etc, CASE COACH's advocacy theme of evangelizing case methodology would be to spread the case pedagogy far and wide in its purest form. It had been about 100 years since the case studies had been introduced as a pedagogical tool and even now, the clarity on why and how of case methodology is far from what is desirable. Why case studies for business schools? What are the different types of case studies? Should a Case Study be discussed or analysed? How to analyse the exhibits and link them to mainstream case analysis? How to orchestrate a classroom during a case discussion/analysis? How to evaluate students based on case methodology? How to write a case study? Are there any guidelines to document a well-researched case study? How to prepare the teaching plan? Is there any difference between a teaching note and a teaching plan? How to do Case Course Mapping? How to convert research output into case studies? How to convert some of the consulting assignments into rich case studies? CASE COACH would walk you through all these and many more dilemmas. It is a platform to resolve your dilemmas before you analyse others' dilemmas.