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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



CASE PREP is an answer to management students' inhibitions and dilemmas before they embark upon resolving business dilemmas; How to prepare for a case study? How to analyse the case facts? How to analyse case exhibits? How to write a WAC (written analysis for case)? How to link the background material to the case facts? How to contextualize the case facts from the stand point of a specific chapter? What is the role of learning teams in a case preparation? Should a case just be presented or should a case be analysed? How to write a case study? How can I convert my summer internship project, or any assignment into a case study? CASE PREP is ET CASES' initiative to train management students in case pedagogy.

C Case Introduction	
	<ul style="list-style-type: none"> • Introduction • Case Pedagogy • Types of Cases • Purpose of each type of case study
Case Study Landscape	Would enable students to understand a case study, the various types and purpose of case studies
30 minutes	

A Article	
	<ul style="list-style-type: none"> • Exercise – To give a compendium of related news articles (5), and ask them to write one synthesized article • Instructed on do's and dont's of writing this article • Evaluation and generalized feedback – (with the help of two faculty volunteers from the B-School)
Synthesized Article	<ul style="list-style-type: none"> • Assessing the comprehension and articulation ability of the students • Students will learn about the possible errors and improvisations
90 minutes	

S Synopsis	
	<ul style="list-style-type: none"> • Exercise - Ask them to check some business news website, choose a trigger and write case synopsis (including summary, learning objectives and subject/course/topic mapped) • Instructed on do's and dont's for choosing and writing the abstract and case • Also announce about the end-of-the-day caselet assignment – Write a 2-3 page caselet (based on the trigger chosen in the earlier session) to be submitted next day by 9 AM
Synopsis	Students would be able to identify an appropriate trigger, write synopsis, identify the pedagogical objectives and map it to a course/subject/topic
120 minutes	

E Exercise		
	<ul style="list-style-type: none"> • Evaluation and general feedback of the assignment caselets 	<ul style="list-style-type: none"> • Debriefing of the complete case writing process • Q&A session
Caselet Evaluation	Students would have learnt the basics of research and case writing	Debriefing
180 minutes		60 minutes

DAY 2

DAY 1

- ➔ **Cost:** INR50,000/- for a 2-day workshop with a batch size of 50 students, exclusive of taxes + to and fro airfare and boarding & lodging for 2 resource persons + local conveyance
 - ➔ **Material:** ET Cases Material
 - ➔ **Payment Terms:** To be settled within 7 working days of raising the invoice
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