

# Programme Schedule

DATE	SESSION – 1 (Time : 10.00AM to 1.00 PM)	SESSION – 2 (Time : 2.00PM to 5.00 PM)
05.02.2020	Registration & Inauguration	Introduction to Case Analysis
	Mr. KM. Padmanbhan South Asia Co-ordinator, CRSI	Dr. S.K. Nagarajan Associate Professor
06.02.2020	Descriptive Case Study Analysis	Case Writing – Tools & Techniques
	Dr. C. Madhavaiah, Dept. of Management, Pondicherry University, Karaikal Campus	
07.02.2020	Visual Case Study Analysis	Visual Case Preparation
	Dr. V. Arulmurugan, Dept. of Commerce, Pondicherry University, Karaikal Campus	
08.02.2020	Group Work Case Development	
09.02.2020		
10.02.2020	Case discussion & Analysis	Case Presentation
	Dr. Jayasree Suresh, Associate Dean, LIBA	Dr. B.Natarajan Professor
11.02.2020	Case Rewriting	Case Rewriting
	Dr. C. Samudhra Rajakumar Professor	Mr. Rajagopal CRSI - Chennai

## Organising committee

**Chief Patron** : Prof. V. Murugesan  
Vice Chancellor, AU  
Dr. N. Panchanatham  
Vice Chancellor, TNTEU

**Patron** : Dr. N. Krishna Mohan  
Registrar (i/c)

**Co-Patron** : Dr.E. Selvarajan  
Dean, Faculty of Arts

**Convener** : Dr. A. Rajamohan  
Prof and Head, DBA

**Advisory Board**

Dr. C. Madhavi  
Dr. C. Samudhra Rajakumar  
Dr. G. Udhayasuriyan  
Dr. M. Arul  
Professors, Department of  
Business Administration

**Co-Organisers :** Dr. S. Sowmiya Dr. C. Ramesh Kumar  
Dr. K. Sethuraman Mr. B. Venkatesan  
Faculty Members, Department of Business Administration

Last date for Registration 25.01.2020

Download Application at [www.annamalaiuniversity.ac.in](http://www.annamalaiuniversity.ac.in)



**ANNAMALAI UNIVERSITY**

Accredited with 'A' Grade by NAAC

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FACULTY DEVELOPMENT PROGRAMME**

IN ASSOCIATION WITH



**CASE RESEARCH SOCIETY OF INDIA**

**ONE WEEK FDP ON**

**CASE WRITING AND CASE TEACHING**

**AN ENDOWMENT PROGRAMME**

**FEBRUARY 5<sup>TH</sup> TO 11<sup>TH</sup> - 2020**



FOR DETAILS CONTACT  
COORDINATORS

Dr. S.K. NAGARAJAN - 9944442022  
Dr. J. JOHN ADAIKALAM - 9944440060  
Dr. V. BALAJI - 9443718873  
Dr. A. MUTHUKRISHNAN - 8072730965

E-mail ID : [aumbafdpfeb19@gmail.com](mailto:aumbafdpfeb19@gmail.com)

[www.annamalaiuniversity.ac.in](http://www.annamalaiuniversity.ac.in)





## About Annamalai University

In the early 1920s Rajah Sir S. R. M. Annamalai Chettiar founded Sri Minakshi college, Sri Minakshi Tamil College and Sri Minakshi Sanskrit College at Chidambaram. In 1928, Rajah Sir S. R. M. Annamalai Chettiar agreed with the local Government to handover the above said institution for establishing a University. Thus, on 01.01.1929 Annamalai University was established as per Annamalai University Act 1928 (Tamil Nadu Act 1 of 1929).

One of the most significant developments is the enactment of the Annamalai University Act, 2013 (Tamil Nadu Act 20 of 2013), which has come into force from September 25, 2013. Annamalai University is accredited with 'A' Grade by NAAC in 2014. "The NIRF-2019" by the Ministry of Human Resource Development (MHRD) has ranked the University in the band 101 - 150 in the overall category as well as the University Category. In the Pharmacy Category the ranking is 12th in India. In the Medical Category the ranking is 25th. "The Times Higher Education World University Ranking - 2020" has ranked Annamalai University in 1000+ for Overall category. In the Subject category Ranking, 2019, the University is ranked in the band of 501-600 for Life Sciences, 601+ in Pre-clinical, clinical & Health Subjects. 801+ in the Physical Sciences subject and Engineering. "The QS World University Ranking - 2020" has ranked Annamalai University in the band of 291 - 300 in Asia Ranking, and 39 in India Ranking. "The CWTS Leiden Ranking 2019", on scientific impact of universities and on universities' involvement in scientific collaboration & scientific performance, has ranked the University at 23rd based on the number of publications and 7th based on the proportion of publications that, compared with other publications in the same field and in the same year, belong to the top 10% most frequently cited. Among the top 212 ranked institutions for Higher Education in India the "SCImago Institutional Ranking (2019)" has ranked Annamalai University as 9th in Tamil Nadu and 29th in India.

Annamalai University is one of the largest unitary, teaching, and residential Universities in Southern Asia comprising of 10 Faculties and 49 departments of study. This University has played a pivotal role in providing access to higher education to thousands of youth cutting across the social spectrum, especially from economically and socially disadvantaged classes. In this respect, this University's service to the nation is tremendous.

## About Department of Business Administration

The Department of Business Administration was established in the year 1978. It is one of the premier management departments in Tamil Nadu. In the course of its forty years, it has stayed nimble and dynamic, adapting to changing times and formulating programmes in tune with the industry needs. The institute started with one MBA program, presently has a wide range of MBA programs including an executive MBA program.

### Programme offered

The department offers programmes such as 1. MBA (Business Analytics), 2. MBA (Dual specialization), 3. MBA (HRM), 4. MBA (Finance), 5. MBA (Marketing), 6. MBA (Infrastructure Management), MBA (International Business Management), M.Phil and Ph.D. The department has MoU (Memorandum of Understanding) Eastern University, Sri Lanka and NLCIL. The department is conducting an executive MBA since 2017 as part-time mode in collaboration with NLC India Limited at Neyveli NILAU Centre predominantly for employees of Neyveli Lignite Corporation. The coursepacks for the executive MBA programme has been created and maintained at [www.harvard.hbsp.edu](http://www.harvard.hbsp.edu) and [www.thecasecentre.org](http://www.thecasecentre.org).

## Objectives of CRSI

- To promote case writing and case method of teaching among Indian management professionals, teachers and academicians.
- To promote case method of teaching as an important and relevant pedagogical tool in the context of Indian business schools.
- To introduce and evolve case based research as an effective way of resolving complex managerial situations.
- To help academicians, researchers and trainers in understanding case writing, case method of teaching and help them to develop competencies in these areas.
- To conduct workshops, conferences relevant and related to case method of teaching, case writing and case based research.

### Benefits of the Programme

Understand what makes a good case study and the significance of a teaching note. Enhance skills on effective use of case study methodology. Understand the mechanics of good case study writing aligned to curriculum / training needs.

Understand the selection criteria at national /international publication houses.

### The Programme

The Programme has two parts: a) Case Methodology b) Case Writing Case Methodology sessions provide the participants an excellent opportunity to understand case methodology as a teaching pedagogy and enhance skills in planning and execution of successful case discussions.

The Case writing sessions are designed to introduce the participants to skills in case writing with an emphasize on case leads, interviewing skills, ethical and practical dilemmas in writing cases, the teaching note, and practical exercises on developing an initial case draft.

### Who Should Attend?

Industry professionals from the learning and development departments.

Faculty members interested in case methodology teaching pedagogy, case writing, publication opportunities.

### Participation Fees & Details

- Number of participants for the work shop is limited to 75.
- Participation will be confirmed on first come first serve basis.
- No Registration fees.
- Participants have to bear their own charges for Course Material, Refreshment, boarding and lodging.
- However, Assistance Will Be Provided At the University Guest House And Students Hostel / Hotels at Additional Cost subject to availability
- Case developed in the workshop will be published as an edited volume with the undertaking from the developers in an ISBN book.
- Charges for publication will be on sharing basis and will be intimated later
- **Certificates will be issued only for the participants who attend all the sessions.**