

About Annamalai University

In the early 1920s, to serve the downtrodden and to promote Tamil Literature, Rajah Sir S. R. M. Annamalai Chettiar founded Sri Minakshi College, Sri Minakshi Tamil College and Sri Minakshi Sanskrit College in a rural setup 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).

Annamalai University Act 2013

The most significant development is the enactment of the Annamalai University Act, 2013 (Tamil Nadu Act 20 of 2013), which has come into force from September 25, 2013, after obtaining the assent of His Excellency, the President of India.

Accolades

Annamalai University, accredited with 'A' Grade by NAAC in 2014, is one of India's largest public residential universities with 10 Faculties and 49 departments of study. Sprawling over 950 Acres of land, the University does yeoman service in taking education to the doorsteps of the people who are otherwise far from access to centres of higher learning. The University has initiated several innovative teaching programmes over the years and has been a pioneer in distance education.

“**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 - 2019**” 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 and Pre-clinical, clinical & Health Subjects. 800+ in the Physical Sciences subject.

“**The QS World University Ranking - 2019**” has ranked Annamalai University in the band of 291 - 300 in Asia Ranking, 174 in the BRICS Ranking and 43 in India Ranking.

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 and www.thecasecentre.org. From 2019 onwards MBA programmes meant for working executives is on the anvil to be executed in Chennai.

Objectives of CSRI

- 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 Fees for Registration and participation.
- 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