

STRATEGIC MANAGEMENT FORUM

in association with

INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

and

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE), NEW DELHI

announces

Programme on Case Method

IIM LUCKNOW

Noida Campus

May 24-26, 2010



Indian Institute Of Management Lucknow
Prabandh Nagar, Off Sitapur Road
Lucknow 226 013

SMF: Pre-Convention Programme on Case Method
May 24-26, 2010
(NOIDA Campus, IIM Lucknow)

Introduction

The case method plays an important role in research and teaching of Strategic Management. Cases can be used for acquiring knowledge, confronting complexities of specific situations, relating theory and practice, developing analysis and synthesis, gain insights on managerial problems and involve participants in the understanding and decision making process.

Focus of the Programme on Case Method

The objective of the Programme on Case Method is to sensitize participants to teaching through case method, case writing and case research.

On the first day of the programme, participants would have an opportunity to learn case teaching skills from renowned case teachers of the country. Case teaching requires availability of good teachable cases, hence the importance of case writing. Case writing is a creative process and is one of the best development tool, especially for faculty. It involves data collection, data restructuring to focus on specific management issues and case enhancement with supplementary materials and teaching notes. The second day of the programme will focus on developing case writing skills in association with some of the most prolific case writers.

Case research could be for either designed exploratory study or incidental to data collection for writing cases for the classroom. When used for exploratory studies, it takes on the form of qualitative research methodology bringing out propositions for further testing / validating to generalize the findings. These cases may also be converted into teaching cases. The third day of the programme will provide opportunity to enhance case research capability with some of the leading academicians who have proved their mettle in case research.

Intended participants

The three day program is aimed for Management Teachers who are teaching Strategic Management or wish to engage in research in SM area including doctoral students. Besides, it may be useful to them for documenting their industry experiences and share them with colleagues in their own organization or other organizations.

Faculty of the Course

The SCT course will be conducted by faculty from IIM Lucknow and guest faculty from other partner institutions and from industry, who are prolific case researchers and case writers.

Registration

Fee (Residential) : Rs. 5000.00 (Non Residential) : Rs. 3000.00
Last Date for Registration : May 10, 2010

Registration fee covers cost of course material, lunch, tea etc. For residential participants it also includes twin-sharing accommodation and dinner in Executive Hostel. The course will have a maximum of 30 participants received on first come first served basis. IIM Lucknow reserves the right for acceptance of a nomination. Preference shall be given to regular, experienced faculty of AICTE approved management institutions, who are already conducting strategic management courses.

Nominations

Nominations for the Case Method Programme should be made on the enclosed form. Fee should be sent by demand draft drawn in favour of “SMF – Management Teachers’ Programme” on any scheduled bank, payable at Lucknow. The duly filled in form along with the requisite course fee should be sent by 10th May 2010 to:

Prof. Amita Mital Indian Institute of Management Lucknow Prabandh nagar, Off Sitapur Road Lucknow – 226013 Phones: 0522-2736282-285 Fax: 0522-2734026 Email: mdp@iiml.ac.in URL: www.iiml.ac.in
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About the Strategic Management Forum

Strategic Management Forum is an association of strategic management professionals from industry, academic and public administration fields, to propagate the concept and practice of strategic management in the country. Registered as a non-profit making body in January 1997, it has leading management institutions / corporates and professionals as its institutional and individual members. The Forum is one of the few virtual organisations in the country.

The Forum organised its first conference at the Indian Institute of Management, Lucknow in January 1997. Eleven more Annual Conferences/ Conventions have been held since then at IIMs at Ahmedabad, Bangalore, Calcutta, Kozhikode and Indore as well as at MDI, XLRI and IIFM, Bhopal. The 13th Convention will be held at NOIDA Campus of Indian Institute of Management, Lucknow from 27th - 29th May 2010.

Besides the above, the Forum organized a series of Seminars on WTO and Allied issues during 2001-2003. The first seminar was held at IIM Lucknow in February 2001 and the second one at IIFT New Delhi in February 2002. The third seminar was held at International Centre, Goa, in collaboration with University of Goa and TERI, Goa.

The Forum also took a major initiative of launching week-long foundation and elective courses for Faculty Development. These modular courses help the faculty members in specialising in strategic management area. The courses are conducted by IIFT, IIMA, IIMB, IIMC, IIMI, IIMK, IIML, MDI and XLRI with financial support from AICTE. Sixteen foundation courses and twenty five elective courses have been conducted so far. Over 500 people have undergone foundation courses and about 600 faculty members have attended one or the other of the twenty five elective courses conducted so far.

About the Indian Institute of Management Lucknow

From a modest beginning in 1984, Indian Institute of Management, Lucknow (IIML) has grown into a fully integrated global management school. The guiding philosophy has been creation of knowledge, influencing management practices and integrating globally. The objectives of imparting education, combined with creation, dissemination and application of knowledge, are met in an integrated form, to create a synergetic impact.

The institute offers two year full time Post Graduate Programme in Management and Post Graduate Programme in Agribusiness Management, three year part-time Post Graduate Programme in Business Management for Working Managers, one year full time International Programme in Management for Executives, Fellow Programme in Management and Management Development Programmes. Research is undertaken for strengthening the knowledge base, relevant to management practices. *Metamorphosis: A Journal for Business Leaders*, published biannually, publishes breakthrough ideas in the emerging and evolving processes of management.

The NOIDA campus of the Institute started operating since 2007, conducting innovative long and short duration programmes for working/ experienced executives. The campus is located at B-1, Sector 62 NOIDA 201307, close to NH 24.