



NATIONAL MANAGEMENT FACULTY DEVELOPMENT CENTRE (NMFDC)

Indian Institute of Management Lucknow

In collaboration with

IVEY PUBLISHING, CANADA

Present

Case Teaching and Writing Workshop

At IIM Lucknow – NOIDA Campus



DATE:

September 05 – 08, 2017

VENUE:

National Management Faculty Development Centre (NMFDC),
IIM Lucknow – NOIDA Campus,
B-1, Sector-62, Institutional Area, NOIDA-201307, Uttar Pradesh, India.

About National Management Faculty Development Centre at IIM Lucknow – NOIDA campus

The [Indian Institute of Management Lucknow](#) which has been successfully shaping leaders since 1984 is all set to take even further the mandate of 'Better Management towards Better Nation' with the establishment of National Management Faculty Development Centre (NMFDC) at its strategically located NOIDA Campus. The NMFDC is envisioned as a high quality capacity building Centre for creating and strengthening the knowledge base and pedagogical techniques of faculty of management institutions globally.

The NMFDC is pleased to announce the first Case Teaching and Writing Workshop (CTWW), co-hosted with Ivey Publishing, Canada.

About the Facilitator



Prof. David J. Sharp, Emeritus Professor, Ivey Business School at Western University, Ontario, Canada.

He earned his Ph.D. in International Management at the MIT Sloan School in 1987. He teaches Managerial Accounting and Control, and International Accounting in the MBA Program and Executive MBA programs. He is active in the American Accounting Association, and served as president of the International Accounting Section in 2001-02. His publications include scholarly articles in the areas of international financial management, cross-cultural behaviour, and international business ethics.

About Ivey Publishing



Ivey Publishing is a part of Ivey Business School at Western University, Ontario, Canada. Since Ivey's inception in 1922, the case method has been the cornerstone of the School's approach to learning. Ivey is the #1 publisher of Asia based cases and hosts the world's largest collection of India based business cases. Ivey's India case collection is available to Indian faculty and business institutes at very competitive rates. The world leader in Case Method Training, Ivey has trained over 700 faculty in the Case Method across India.



Case Teaching and Writing Workshop (CTWW) Outline

	Inauguration and Welcome Address	
05 th September 2017 (Tuesday)	Introduction, What is a Case? Setting Objectives, Case Design, The Case Learning Process, Demonstration of Teaching Class, Debrief of Class	Prof. David J. Sharp
06 th September 2017 (Wednesday)	Institutional needs for Case Teaching and Writing Start to write your own Case – The Opening Paragraph, Confidentiality, Release Process	Prof. David J. Sharp
07 th September 2017 (Thursday)	Class Preparation, Teacher Preparation, Further Case Development, The Teaching Note, Classroom Preparation, Management Issues, Sourcing Case Leads	Prof. David J. Sharp
08 th September 2017 (Friday)	Classroom Management, Contribution Evaluation, Student Counselling, Advanced Issues with Case Writing, Further Case Development, Case Teaching Practice	Prof. David J. Sharp
	Valedictory Address and Certificate Distribution	

Participation Invited From

The NMFDC-Ivey Case Teaching and Writing Workshop (CTWW) is for, though not limited to

- **Faculty in academic institution**
- **Doctoral students**
- **Research scholars**
- **Case researchers and writers**
- **Working professionals**

Boarding and Lodging:

Accommodation will be provided to the participants at the Executive Centre, IIM Lucknow – NOIDA Campus on a twin-sharing basis.

Fee:

Fee payable	Rs. 17,700/- (Workshop fee: Rs. 15,000 + GST @ 18%*) <i>*As per the norms by the Government of India</i>
<p>The fee payable is inclusive of:</p> <ul style="list-style-type: none"> • Course material by Ivey Publishing, Canada • Participant certificate and NMFDC Alumni status on successful completion of the workshop, • Accommodation, food (Breakfast, lunch, dinner and other refreshments) on all four days (05th, 06th, 07th and 08th September 2017) for the participants, • Other facilities such as access to Library, Computer Centre and Wi-Fi. 	



Mode of Payment: (NEFT)

Kindly transfer the fee amount of **Rs. 17,700/-** (Rupees Seventeen Thousand Seven Hundred only) to the institute's bank account. The details are as follows:

NAME	INDIAN INSTITUTE OF MANAGEMENT LUCKNOW (NOIDA CAMPUS)
BANKER NAME	AXIS BANK LTD.
ADDRESS	B-2,3, SECTOR-16,NOIDA
MICR CODE	110211004
IFSC CODE	UTIB0000022
SWIFT CODE (In case of payments made in foreign currency)	AXISINBB022
A/c TYPE	SAVING
A/c NUMBER	022010100356060

Mode of Application:

Applicants are requested to kindly fill the **Application Form attached below** and **send the scanned copy to nmfdc@iiml.ac.in**

Participation Confirmation will be communicated to the participants after the successful receiving of application form and payment verification. Limited seats available on first-cum-first serve basis.

Kindly make your travel plans only after receiving the confirmation from NMFDC office.

Cancellation Policy:

In case of cancellations, the fee will be refunded only if a request is received at-least 15 days prior to the commencement of the workshop.

For more information, kindly contact:

[Dr. Neerja Pande](#), Professor of Communication

Executive Head,

National Management Faculty Development Centre (NMFDC)

IIM Lucknow – NOIDA campus,

B-1, Sector - 62, Institutional Area, NOIDA -201307, Uttar Pradesh, India.

E-mail: neerja@iiml.ac.in, executiveheadnmfdc@iiml.ac.in

Phone: 0120-6678490, Cellular: +91-9971108222

Profile links: [ResearchGate](#) [Google Scholar](#) [LinkedIn](#)

NMFDC (Phone): 0120-6678573

NMFDC (e-Mail): nmfdc@iiml.ac.in

IIM Lucknow website: www.iiml.ac.in



NATIONAL MANAGEMENT FACULTY DEVELOPMENT CENTRE
Indian Institute of Management Lucknow – NOIDA campus

Case Teaching and Writing Workshop

September 05 – 08, 2017

APPLICATION FORM

PERSONAL INFORMATION		Paste your recent Passport size Photograph
FULL NAME		
GENDER		
DATE OF BIRTH		
CITIZENSHIP		
MOBILE NO.		
e-Mail ID:		

TRANSACTION DETAILS:	
UTR NO.:	
DATE OF TRANSACTION:	
A/c NAME:	
BANK AND BRANCH NAME	

CONTACT INFORMATION	
ADDRESS	
CITY	
STATE & COUNTRY	
PIN/ZIP CODE	
TELEPHONE No. (Res.)	
TELEPHONE No. (Off.)	
CONTACT DETAILS IN CASE OF EMERGENCIES	



WORK EXPERIENCE

S. No.	ORGANIZATION	DESIGNATION	RESPONSIBILITIES	FROM	TO

EDUCATIONAL QUALIFICATIONS

S. No.	DEGREE	YEAR	UNIVERSITY/ BOARD	INSTITUTE	MARKS/ CGPA	CLASS	MAJOR FIELD OF STUDY

Do you use Case Methodology (Teaching, Writing Cases) in your teaching? If yes, for how long have you been using it? :

Do you have any Case Proposal/ Idea? If yes, kindly mention briefly:

Applicant's Signature with Date