

Activity: Workshop on Effective Case Study Pedagogy in Research Methodology

Date: 19th May 2021

Time: 9.30 am to 3.00 pm

Location: ISME, 2nd Floor Classroom 5

Resource Person(s): Dr. A Anantharaman

Faculty In-charge: M. Rameshkumar

Student In-charge:


No of students/Participants present: 30

URL if applicable:

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Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE
BANGALORE**

**ISME presents a one day FDP on
THE EFFECTIVE CASE STUDY PEDAGOGY**
on 19th May 2021

ABOUT ISME

ISME is a leading business school offering excellent education through a student focused culture of excellence, international outlook, experiential learning and industry alignment. It was founded in 2006 by alumni from MIT, Harvard and Wharton, USA. ISME has always been in the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. At present ISME offers undergraduate, post-graduate and PhD programs in Management. The PGDM program is approved by AICTE, New Delhi, the USA/PGDM program is affiliated to Bangalore University and PhD program is affiliated to Mysore University.

OBJECTIVES

Management is an 'inherent' Social Science and the teaching of it requires a pedagogy that associates knowledge directly with action. This philosophy rejects the method that students should first learn passively and then, having learnt, apply their knowledge.

Case method, used extensively in premier business schools, is based on the principle that real education consists of the cumulative and extending acquisition, combination and reordering of learning experience.

The case method is a rich and powerful approach to the development of cognitive skills in students. It is also a flexible approach, in the sense that Faculty can use it in a creative way.

PROGRAM TIMINGS

There will be three sessions

9.30 AM to 11.00 AM	11.15 AM to 12.45 AM	1.30 PM to 3.00 PM
Understanding management education and the history of Case Study pedagogy	Live Case Study: Demonstration and the methodology of the pedagogy	Critical evaluation and discussion of the methodology

WHO SHOULD ATTEND

Faculty teaching management or other social sciences

RESOURCE PERSON

Professor A. ANANTHARAMAN PhD

Professor A. Anantharaman is a graduate in Mechanical Engineering, an MBA and MPhil of the Harvard Business School and a PhD from Columbia University. He is a Professor of Strategy, Innovation and General Management, who has taught at the Harvard Business School and the Jones School of Business in the USA, MIT Sloan in India and IIMs in India and also served other prestigious Business Schools. He started his career with the Unilever group in India and has subsequently served in senior positions at CEO with multinational corporations overseas. He has also served as President of the Multinational HRD Institute. He also serves in the Academic Council and Governing Boards of several Management Schools in India and abroad. He has also conducted Workshops on Case Study Methods of Teaching at several Business schools in India and abroad. He has also been Chief Resource person at several Management Training Programs, in Europe, America, and Asia.

PROGRAM FEE: Academicians: ₹200 | Faculty Participants: ₹500
<https://www.isme.ac.in> | info@isme.ac.in

CONTACT: Dr. Parvati Kumar, FDP Coordinator, Phone: 9742914167

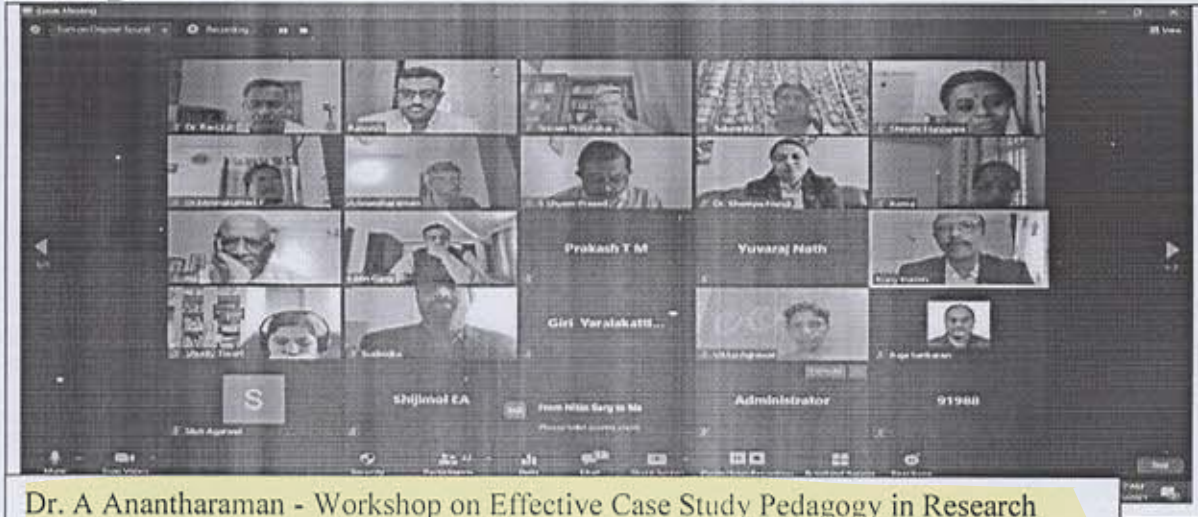
VENUE: www.isme.ac.in | EMAIL: research@isme.ac.in

ADDRESS: 10/2A, Chalmurathalli, 1st & 2nd Crossroads Class, T. Narayana Road, Bangalore, 561325

Event Report

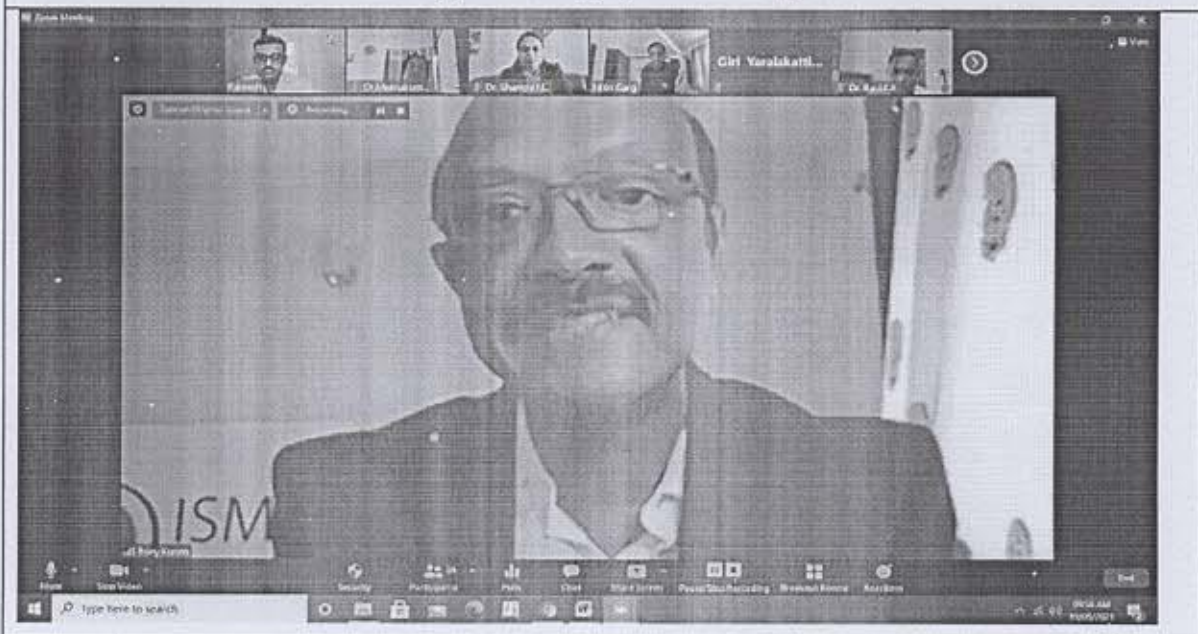
A one-day Faculty Development Program on Effective Case Study Pedagogy was conducted by Dr. A Anantharam. He elaborated on how management is a social science that requires a pedagogy that links knowledge with action, rejecting the passive learning approach. The Case method, widely used in top business schools, is based on the idea that education is a continuous acquisition, combination, and reordering of learning experiences. This approach is powerful in developing cognitive skills and flexible, allowing faculty to use it in various ways. There were 3 sessions covered by Dr. A Anantharaman. The first session was on Understanding management education and the history of Case Study pedagogy. In this session he stated that Management education has evolved from traditional lectures to dynamic, interactive methods, with case study pedagogy emerging as a powerful tool for developing critical thinking, decision-making skills, and real-world problem-solving abilities. Case studies have evolved to cover a wide array of industries, offering practical application, critical thinking, decision-making skills, and collaborative learning. The second session covered Live Case Study-Demonstration and the methodology of the pedagogy. This session encouraged active participation, critical thinking, collaboration, enhancing problem-solving skills and decision-making abilities. This approach is particularly effective in fields like business, science, technology, and engineering, providing participants with hands-on experience. The third session included the critical evaluation and discussion of the methodology. Dr. Anantharaman highlighted on critical evaluation of research methodology that is crucial for establishing credibility and validity, allowing transparent discussion of strengths and limitations, ensuring the scientific community trusts and builds upon knowledge. The session ended with explaining the significance of pedagogy associated knowledge directly with action.

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Dr. A Anantharaman - Workshop on Effective Case Study Pedagogy in Research Methodology - 19th May 2021

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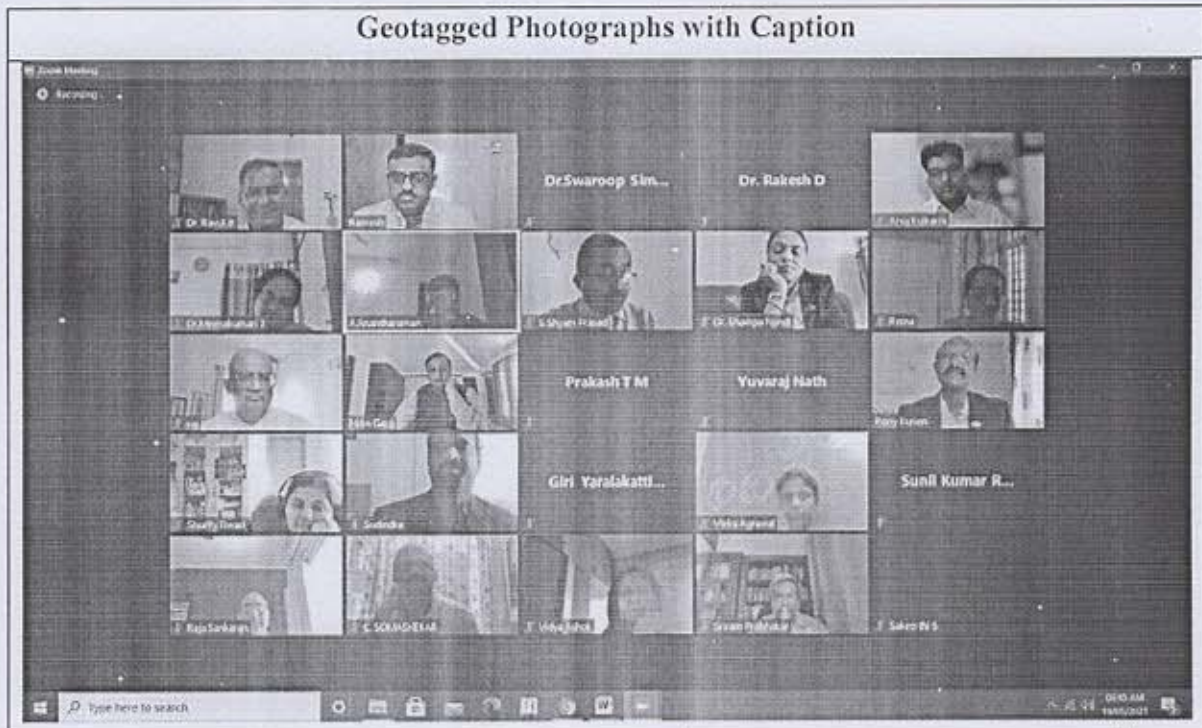


Dr. A Anantharaman - Workshop on Effective Case Study Pedagogy in Research Methodology - 19th May 2021

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Location: ISME, 2nd Floor Classroom 5	

List of Participants

Sl No	Name of the Participant
1.	Dr. Ramesh Kumar Murugesan
2.	Vikku Agarwal
3.	Shurllly Tiwari
4.	Dr. S Shyam Prasad
5.	Sambatur Haritha
6.	Stuti Agarwal
7.	Dr. MeenaKumari
8.	Sudindra VR
9.	Rema Viswanathan
10.	Sakeerthi S
11.	Kiran Kumar K V
12.	Raja Sankaran
13.	Anshu sharma
14.	Prakasha T M
15.	Dr. Swaroop Sinha
16.	Narayana B
17.	Dr. Shamal Adadi
18.	Dr. Rakesh D
19.	Gir Yaralakattimath
20.	Jaissy
21.	Harini
22.	Raghu Adaganti

23.	Nitin Garg
24.	Rajendra Desai
25.	Dr. Ravi
26.	Shijimol
27.	Yuvaraj Nath
28.	Vidyalakshmi
29.	Sriram
30.	Dr. Rakesh D

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name:

Date: 19th May 2021



DEAN

International School of Management Excellence



Sample Certificates (where Applicable) – Max 2 and Max 6



**INTERNATIONAL SCHOOL OF
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**Workshop on Effective Case Study
Pedagogy in Research Methodology**

Certificate of Participation

Dr. Shamal Adadi

For Participating in the Workshop on
**Effective Case Study Pedagogy in Research
Methodology**

conducted on 19th May 2021

DR. RONY G KURIEN
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Certificate of Participation

Dr. Swaroop Sinha

For Participating in the Workshop on
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DR. RONY G KURIEN

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