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| Activity: Workshop On Caselet Writing and its Usage in Research | |
| Date: Aug 28th, 2018 | Time: 10.00 am to 3.30 pm |
| Location: ISME, 2 nd Floor Classroom 5 | |
| Resource Person(s): Dr. Anju Kumar | |
| Faculty In-charge: | |
| Student In-charge: | |
| No of students/Participants present: 5 | |
| URL if applicable: | |

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE**

**WORKSHOP
ON
CASELET WRITING AND ITS USAGE IN RESEARCH**

28TH AUG 2018

About ISME

ISME is a leading business school offering excellent education through a student-focused culture of excellence, innovative outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top B-Schools in Bangalore and top 7th B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management. ISME Bengaluru is the recognized Research Centre of University of Mysore, and it also offers Fellow Program in Management recognized by AICTE.

ABOUT THE WORKSHOP

- The workshop will highlight on:
- Board guidelines for a caselet
 - Components of a Caselet
 - How to write Teaching Notes
 - Do's and Don'ts for writing a caselet
 - Common mistakes while writing a caselet
 - Structure of a Mini Case

Resource person - Dr. Anju Kumar



Dr. Anju Kumar has over 19 years of teaching and industry experience, including a doctorate in Talent Management from Banasthali University, an MBA in HR, and a certification program on Leading Strategic Change from IIM Bangalore. She focuses on Organization Behavior, Human Resource Management, and Strategic Human Resource Management. Dr. Anju has presented papers in international conferences, written research papers, and chaired conferences and events.

For more details call at tel:-91 88806 12345 or Mail at research@isma.in

Event Report

Dr Anju Kumar enlightened the participants on the topic entitled “Mini Case Development” and provided a broad guideline on how to go about it. The key aspects are summarized below:

Guidelines for Caselet Development:

A caselet should consist of an introduction providing context, a clear problem statement, analysis considering relevant theories and stakeholders, presentation of alternatives with their pros and cons, a well-justified recommendation, and discussion questions to encourage critical thinking and engagement. It's essential to ensure the problem statement is specific and concise, facilitating focused discussion. Alternatives should be diverse, prompting participants to explore various solutions, and the recommendation should be supported by evidence and reasoning from the caselet. Open-ended discussion questions promote dynamic dialogue, fostering deeper understanding and application of concepts. Overall, caselets should offer a rich learning experience, stimulating participants' analytical skills and decision-making abilities.

Here's an elaboration on the guidelines for caselet development:

1. Introduction:

- The introduction sets the stage for the caselet by providing context and background information. This may include details about the industry, company, or individuals involved.
- Aim for brevity while ensuring that essential details are included to help participants understand the situation.

2. Problem Statement:

- Clearly define the problem or challenge faced by the characters or entities in the caselet.
- Ensure the problem statement is specific and focused, providing a clear direction for analysis and discussion.
- Avoid ambiguity to facilitate a deeper understanding of the issues at hand.

3. Analysis:

- Conduct a thorough analysis of the factors contributing to the problem. This may involve examining internal and external factors, such as market conditions, organizational dynamics, and industry trends.

- Apply relevant theories, frameworks, or models to analyze the situation effectively.

- Identify key stakeholders and their interests to understand the broader implications of the problem.

4. Alternatives:

- Present a range of alternatives or courses of action for addressing the problem.

- Encourage creativity and innovation by considering both conventional and unconventional solutions.

- Evaluate the pros and cons of each alternative, considering factors such as feasibility, cost, and potential impact.

5. Recommendation:

- Based on the analysis, recommend the most suitable course of action.

- Justify the recommendation using evidence and reasoning derived from the caselet.

- Ensure that the recommendation aligns with the objectives and constraints outlined in the problem statement.

6. Discussion Questions:

- Include open-ended discussion questions to stimulate critical thinking and engagement among participants.

- Encourage participants to explore different perspectives, challenge assumptions, and consider alternative viewpoints.

- Foster a dynamic and interactive discussion by facilitating dialogue and encouraging participation from all participants.

Conclusion:

In conclusion, caselets are valuable tools for fostering critical thinking and problem-solving skills. By incorporating the outlined components, caselet development can provide an engaging and interactive learning experience, encouraging participants to analyze complex situations, consider alternative perspectives, and develop effective solutions. Through

discussion and reflection, participants can apply these skills to real-world challenges, enhancing their ability to navigate complex business environments effectively.

By following these guidelines, participants were able to create a comprehensive and engaging caselet that could provide a rich learning experience for participants, fostering critical thinking, analysis, and decision-making skills.

Geotagged Photographs with Caption



Dr. Anju Kumar- Workshop On Caselet Writing and its Usage in Research - Aug 28th, 2018

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List of Participants:

| Sl No | Name of the Participant |
|-------|-------------------------|
| 1. | Dr. S Shyam Prasad |
| 2. | Anshu sharma |
| 3. | Kiran Kumar K V |
| 4. | Shurly Tiwari |
| 5. | Sudindra VR |

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name:

Date:

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Workshop On Caselet Writing and its
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Certificate of Participation

Ms. Anshu sharma

For Participating in the
**Workshop On Caselet Writing and its
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conducted on 28th August 2018.

MR. KIRAN KUMAR

PRINCIPAL



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