

36-5

Activity: Workshop On Caselet Writing and its Usage in Research

Date: Aug 28th, 2018 Time: 10.00 am to 3.30 pm

Location: ISME, 2nd 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 CASELET WRITING AND ITS USAGE IN RESEARCH

### 28TH AUG 2018

#### About ISME

takes in a leading fr 1995 is a teading fouriesis school offering excellent enhancing through a shadort focused curves of excellence. Internetistical controls, enterperimental stricting and industry alignment. It was founded in 2006 by alumni from Carregie Million Devision of materials without purpose. ISMR has always been at the beenford of quality education, with the dates of materials feelials, socially responsible and competed professionals. ISMR has been racked as one of the top 8-5-chools in Bangadors and top 1% this major in testia. All present SIAR offers undergraduate, published and Doctoral programs in Management. ISMR Bengalurus is the recognized Resourch Centre of University of Mysore, and it also offers Fellow Programs in Management recognized by ALCTE.

#### ABOUT THE WORKSHOP

The workshop will highlight on.

• Broad guidelines for a causes

- Complements of a Counter
   How to write Fauchting Notes
   Do's and Don's for writing a caselet
   Common metaline writing a caselet
- . Structure of a Mird Cow

#### Resource person - Dr. Anju Kumar



Dr. Anju Kumar has ever 19 years of tracking and industry experience, including a doctorate in Talent Management from Banasthall University, an MBA in HB, and a certification pingram on Losding Strategic Change from IIM Bangalore, She focusin on Organization Baltanior, Human Resource Management, and Strategic Human Resource Management, Dr. Anju has presented papers in international conferences, written research papers, and chaired conferences and events.



## **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.
- 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.
- 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.
- 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.

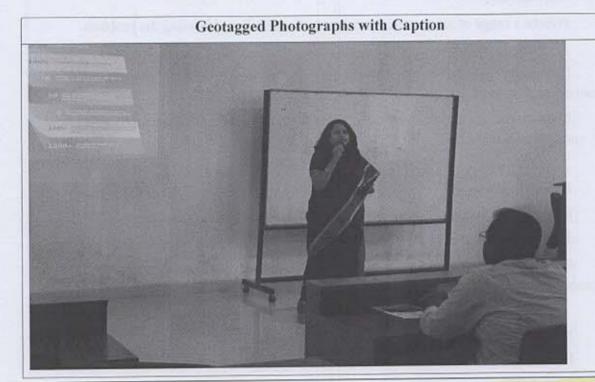
#### Conclusion:

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.



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



## Geotagged Photographs with Caption



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# List of Participants:

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

Authorized Signatory (Dean/Principal/Head/Coordina	ator)
Name:	
Date:	food .

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# Workshop On Caselet Writing and its Usage in Research

**Certificate of Participation** 

Ms. Anshu sharma

For Participating in the Workshop On Caselet Writing and its

Usage in Research

conducted on 28th August 2018.

MR. KIRAN KUMAR

**PRINCIPAL** 



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**Certificate of Participation** 

Mr. Sudindra VR

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MR. KIRAN KUMAR

PRINCIPAL