



XIME

Shaping Future Leaders

- Bangalore
- Chennai
- Kochi

Management Development Programme
on

“HOW TO EXCEL IN CASE RESEARCH & CASE WRITING”

3rd & 4th April 2025

XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP,
Electronics City, Phase II, Hosur Road, Bangalore- 560 100, India.

Overview

Case Research helps academicians & Practitioners to study about real business situations and systems, they are excellent tools to find answers for critical research questions through field studies, surveys and analysis, it helps them create new models and make them better facilitators in the field of higher education and Industry. They also help to test the understanding of theories and their applicability in Business situations and develop practical insights.

Case Method of Teaching has now become an integral part of higher education. Many times, it is difficult to find contemporary Indian cases suitable for teaching in the Indian Context, which calls for Faculty and practitioners to create cases with Indian companies in focus. Apart from this writing Case Studies and case research also adds a creative value to the teachers.

The primary aim of this workshop is to equip participants with the methodologies and tools essential for developing effective case studies and integrating them into their teaching and Work. By the end of the workshop, attendees will be able to:

Understand the Case Method of Research: Gain insights into the origins and applications of the case method in business education, recognizing its role in fostering interactive learning environments.

Develop Case Writing Skills: Learn the step-by-step process of creating compelling case studies, from identifying suitable subjects to structuring narratives that highlight critical decision points.

Publishing your Case Research and Case Studies: Get guided in publishing your case studies.

By participating in this workshop, educators and researchers will strengthen their capacity to create and utilize case studies, thereby enriching the learning experiences and contributing to the broader field of business education.

Objective

Workshop Objectives:

- To develop the skills required to conceptualize and write impactful case studies.
- To guide participants through the end-to-end process of writing a case and Facilitation Strategy.
- To introduce publication opportunities for case studies in leading journals and repositories.

Who Will Benefit?

A Case Writing and Case Research Workshop is designed to equip participants with the skills necessary to develop and utilize case studies effectively in educational and professional settings. The ideal target audience for such a workshop includes:

- **Academic Faculty Members:** Professors, lecturers, and instructors from business schools and universities who aim to incorporate case studies into their teaching methodologies to enhance student engagement and learning outcomes.
- **Researchers and Academicians:** Individuals involved in academic research who wish to explore case study methods as a qualitative research tool to investigate complex phenomena within their fields.
- **Doctoral and Postgraduate Students:** Ph.D. candidates and master's students focusing on business, management, or related disciplines who seek to develop their analytical and research skills through case study methodologies.
- **Case Writers and Developers:** Professionals dedicated to creating case studies for educational purposes, including those affiliated with institutions like Harvard Business School's Case Research & Writing Group, which supports the development of diverse and impactful case materials.
- **Corporate Trainers and Industry Practitioners:** Individuals responsible for corporate training and development who aim to design and implement case-based training programs to address real-world business challenges within their organizations.
- **Curriculum Designers and Educational Consultants:** Professionals involved in designing educational content and curricula who wish to integrate case studies to create more interactive and practical learning experiences.

Pedagogy

The workshop will be conducted for 2 days in Hybrid Mode- Online 9.30 am - 5.00 pm.

Modules Overview:

Module 1: Understanding Case Studies

- What is a case study? Types and purposes
- Differences between teaching and research cases
- Use of cases in management education and research

Activity: Review and discussion of sample cases

Module 2: Elements of an Effective Case Study

- Identifying a compelling issue or dilemma
- Structure: Background, Protagonist, Conflict, Decision Point, Data
- Characteristics of a strong teaching case

Activity: Analyze best-practice case examples

Module 3: Case Writing Process

- Selecting topics and conducting preliminary research
- Field-based vs. secondary-data-based cases
- Ethics in data collection and consent protocols

Activity: Brainstorm and shortlist case ideas from participants

Module 4: Writing the Case Document

- Crafting the narrative: tone, realism, and engagement
- Integrating data, exhibits, and supporting material
- Avoiding common pitfalls in writing

Activity: Participants begin writing draft sections of their own cases

Module 5: Developing the Case Facilitation Strategy

- Purpose and Elements of a Case Facilitation Strategy
- Defining Learning objectives, crafting discussion questions and Designing an Engagement Strategy
- Developing Assessment Criteria and Facilitation plans

Activity: Prepare a draft Facilitation Plan outline for peer feedback

Module 6: Case Review, Feedback, and Publication Pathways

- Peer and expert feedback on case drafts
- Revising and finalizing the case and note
- Publishing cases: journals, repositories (The Case Centre, Emerald, IVEY)

Activity: Case pitch and feedback session

Module 7: Case Research Methods

- Fundamentals of Case Research
- Theoretical Frameworks in Case Research
- Applications of Case Research

Module 8: Ethical Considerations

- Informed consent.
- Confidentiality and anonymity.
- Managing researcher bias.

Anticipated Outcomes

By the conclusion of the workshop, participants will:

- **Possess a Drafted Case Study:** Each attendee will have developed a case study draft, complete with teaching notes, ready for classroom implementation or further refinement.
- **Enhance Analytical and Pedagogical Skills:** Improved ability to dissect business scenarios and guide students in critical thinking exercises.
- **Expand Professional Networks:** Establish connections with a community of educators and writers dedicated to advancing case-based learning.

Profile of Resource People:

Prof J Philip: Prof. J. Philip founded XIME in 1991 and is the current Chairman of XIME, Bangalore. Educated at XLRI, Jamshedpur and Harvard Business School, USA, Prof. Philip has a rich blend of experience in management, both in public and private sectors, with special focus in human resources development. He was one of the founders of the MBA programme of XLRI, and was the first non-Jesuit Dean of XLRI at the age of 34. He served as Vice President – Global (Human Resources) at Oberoi Hotels Group. Prof Philip had made considerable impact in management education field as the Director of Indian Institute of Management, Bangalore (IIMB), the Founder President of the Association of Indian Institute of Management Schools (AIMS) – the National Association of all top Business Schools of India, and as the Founder President of the Association of BRICS Business Schools (ABBS). He is considered as one of the Top Management Thinkers of India and also regarded as “Peter Drucker of India”. He is the recipient of many awards: XLRI’s Lifetime Achievement Award for Excellence in the Profession and Societal Contribution in 2010; AIMA’s Kewal Nohria Award for Academic Leadership in Management Education in 2011 and Dr. Suresh Ghai Memorial Award for ‘Outstanding Management Education Leadership’ by the Higher Education forum (HEF), Mumbai in 2016. He is author of many books in the area of Management, the latest one being: ‘Human Resources Practices and Labour Laws: An International Perspective’.

Prof. NMK Bhatta: Prof. Bhatta is presently Professor & Dean (Ph.D. Programme) at XIME. Prior to that he was Professor and Chairman of Industry Interface and MDP at IIM Indore. He has more than 46 years of practical experience in academics and industry. He had undergone his training in Qualitative Research Methods from the London School of Economics and Case method from Harvard Business School and NASMEI (North American Society for Marketing Education in India). He has published his Cases in Harvard Business School, Journal of International Business Education, and several other international journals. He has also conducted several Case Research and Case writing workshops for Researchers and Industry personnel. He has extensive experience of presenting his papers in International Conferences in USA, Canada, UK, Hong Kong and at several other reputed conferences.

Dates:

3rd & 4th April 2025 from 9.00 AM to 5.30 PM

Venue

Xavier Institute of Management & Entrepreneurship, Electronic City Phase 2, Bangalore 560 100

Course Fees

Rs. 5000 per Participant (Plus GST at 18%)

Conclusion

In an era where business landscapes are continually evolving, the ability to analyze situations critically and devise effective strategies is paramount. Case studies serve as invaluable tools in developing these competencies among students and practitioners. Through our Case Writing and Case Research Workshop, we aim to empower educators and researchers with the skills to create and utilize case studies that not only enrich the learning experience but also contribute to the broader field of business education and Industry.

We invite you to join us in this endeavor to enhance the quality and impact of Case-based Research.

For further details, please contact:

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