



**Universal
Business
School®**

"Transforming Lives"

CONFERENCE ORGANIZED BY UNIVERSAL BUSINESS SCHOOL IN ASSOCIATION WITH



**CASE
STUDY
CONFERENCE**

Associated by AMDISA



11th to 13th November, 2021

About the Host Institution

Universal Business School is one of the most innovative B-school. It is accredited by NBA, AIU & offers AICTE approved PGDM, Global MBA, BBA & Executive MBA Programs in partnership with leading Universities in UK, France, Switzerland, Italy & USA. It is built by Industry for Industry & Endorsed by 60 CEOs.

Universal Case Research Center

The Case Method of teaching in higher education management program has helped students & teachers to achieve learning objectives along with achieving higher student engagement. Management educators & corporate trainers find it difficult to source appropriate case studies on emerging sectors & emerging complex business which are available among the current portfolio of publishers or are limited due to huge cost implications. To establish industry - academia partnership & address a growing demand for case research & instructive material, UBS has established "Universal Case Research Centre" which is not-for-profit initiative.

Advisory Board



Prof. Richard McCracken,
London (UK); *Director of The
Case Centre overseeing
global operations.*



Dr. Alkis Thrassou,
Cyprus (EU); Professor,
University of Nicosia, Cyprus



Tarun Anand,
Chairman & Founder, UBS;
Fmr. Chairman & MD,
Thomson Reuters, South Asia



Prof. Munawwar Ahmed,
Riyadh (Saudi Arabia);
Case Writer & Reviewer,
The Case Centre

Objectives of Case Writing Workshop

The primary objective of this case writing workshop is to train the high potential faculty/researchers on case writing methodology and help them develop confidence & skills necessary for writing quality case studies that can be used in classrooms. This workshop is also an endeavour to establish a case writing culture in Indian B-Schools.

Participants of this workshop will be able to:

- Approach business houses for collaborating on case writing.
- Collect data and facts for writing the case
- Structure a case study
- Write a real-life case on a business problem
- Prepare to teach notes for a case
- Publish a case study



Who should Attend?

The workshop is appropriate for all writing enthusiasts. This workshop is primarily meant for, though not limited to:

- Faculty in academic institutions who would like to write and adopt the case method in their classrooms.
- Research Scholars/Doctoral students who would like to use the case method as part of their research.



Unique features of the program

- Experiential learning method during the program
- Higher participants' engagement & skill development program
- Outcome-based, high return on time & investment program
- 18 Hours program (6 hours of contact sessions, 4 hours of self-study & 8 hours of case writing/review assignment)
- One on one mentoring
- Post program support for publication/teaching of the case study developed during the course for three months after completion of the program

Workshop Fee

Participant	Fees (Including GST+Other charges)
Student	1000 INR / USD 13.34
Faculty	3125 INR / USD 42.53
Corporate	5000 INR / USD 68.05

Certification

Certificate will be provided to all the candidates after successful completion of the workshop. Attendance is compulsory.

Registration

[Please Click Here](#)



Day 1

- Understand the barrier and benefits in Case study writing
- Garner the skills of a case writer
- Get acquainted with Case study Writing Process
- Knowhow on different types of case studies
- How to conduct Case Interview
- Case study & Teaching Notes, Structure, Dos and Don'ts

Day 2

Assignment of writing at least one case study & teaching note and forward it for review. Incorporate suggestions to complete the case ready to use/send for publication

Day 3

- Reflection of Case study writing assignment
- Select participants will have an opportunity to conduct their case
- Discussions on points of improvement
- Awareness regarding common pitfalls of case development
- Get acquainted of case study publications/distribution steps
- Learning process that include aligning Case study writing projects with Program Objectives / Course Objectives (PO/CO)
- Case study for management research, problem-solving, testing hypotheses & teaching/training

Resource person - Prof. Ketan Gandhi

He is the founder of KgGuruji Consulting services and comes with over 28 years Industry experience having worked with companies like Suzlon where he was the business head with P&L responsibility of Rs. 1,500 Crores. Starting with a basic engineering degree, Prof. Gandhi has done his Executive Education with Harvard and IIM Ahmedabad. He is a certified case writer and published cases in leading case research journals. More than 3000 faculty members have attended his online, hybrid and in person case writing & case method workshops.



**Program
Convener**

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For more details Click Here