

# CASE TEACHING & WRITING WORKSHOP



Institute of

Management Technology

Nagpur

## Introduction

This Case Teaching & Writing Workshop equips educators, researchers, and professionals with essential tools to harness the power of case studies in teaching and research. It delves deeply into case study methodology, highlighting its role in sharpening critical thinking, problem-solving, and decision-making abilities. Participants will master the art of designing, developing, and writing captivating case studies that resonate with learners and mirror real-world complexities. The workshop enhances the skills needed to create impactful case studies and seamlessly integrate them into teaching or research through dynamic sessions, collaborative exchanges, and practical exercises. Whether a novice or a seasoned practitioner, this workshop offers practical strategies and insights to elevate your professional impact.

## Dates

7 - 9 February 2025



## Benefits


Attending the Case Teaching and Writing Workshop offers many advantages for educators, researchers, and professionals. It equips participants with a profound grasp of case study methodology, sharpening their ability to engage students or readers with real-world relevance. The workshop cultivates critical thinking, analytical prowess, and problem-solving skills—crucial for navigating today’s complexities. Participants also master how to craft compelling, practical case studies that enrich teaching and research, making their work more impactful. Moreover, the workshop fosters networking and peer collaboration, creating opportunities for knowledge-sharing and future partnerships. Ultimately, this experience enhances professional growth, elevates teaching and research practices, and keeps participants ahead of trends in case study methodology.

## Objectives

- To understand the usefulness of cases in teaching and learning process.
- To critically analyze case studies, extracting meaningful insights and applying them effectively.
- To identify and use cases relevant to the course.
- To develop the capability to write impactful case studies that resonate with business situations.
- To improve participants' ability to develop well-structured, insightful, and engaging case studies.

## Methodology

The workshop also provides an intensive platform to sharpen expertise in case study creation, fostering real-world relevance in teaching and research. Attendees will master crafting engaging, insightful case studies and refine their critical analysis skills, ensuring they can adapt existing cases to fit specific educational or research goals. Through hands-on activities, participants will gain practical experience in articulating ideas effectively in writing and presentation. This workshop empowers participants with the comprehensive skills needed to excel in case teaching, research, and adaptation, enriching their professional impact and practice.



## Brief Profile



**Dr. Jitendra Sharma** is an accomplished academic professional with over 33 years of experience across industry, academia, and administration. With a Master's Black Belt in Lean Six Sigma and a PhD in Engineering, he combines practical insights with academic rigour. A globally recognized case writer, he has won the prestigious AIMA Best Case Writer Award (2023, 2024), with five cases in Ivey Publishing's best-seller category, ranking 7th and 20th internationally in 2022 and 2023, and selling over 1,00,000 copies worldwide in multiple languages, including Spanish, Chinese, and French. His cases are hosted by Harvard, Ivey, and The Case Centre and are widely used all across the globe in reputed Universities and B-Schools. He is also a prolific researcher with over 50 publications, primarily indexed in Scopus and WoS, and has made significant contributions to ABDC-listed journals. He has held leadership roles, including Dean (Academics), Associate Dean (Research), and Chairperson of Placements at IMT. His passion for academic excellence and industry-relevant insights cements his reputation as a leading figure in business education and research.



**Dr. S. Maheswaran** is currently working as a Professor in the 'Business Analytics and Information Technology' area at the Institute of Management Technology, Nagpur. He had done his master's as well as a doctorate in Statistics. He has three decades of experience in teaching Business Statistics, Operations Research, and Quantitative Methods and six years of experience in handling courses on Business Analytics and Data Visualization. Besides that, he has published a number of research papers/cases in various national and international journals. Conducted several workshops on Research Methodology and SPSS software. Prof. Maheswaran's current work and interests revolve around Analytics, econometrics and case writing.



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# Registration Fee

- Registration fee per participant is INR 10000 + 18% GST.
- Fee includes Local transport, workshop kit, all meals and a visit to Balasaheb Thackeray Gorewada International Zoological Park, Nagpur.

# Accommodation

Accommodation can be arranged at IMT campus on request

- Single Room INR 600+ GST@18%
- Double Room INR 1200 + GST@18%

**[Click Here to Register](https://forms.gle/yWsixbjk317tnbWHA) or <https://forms.gle/yWsixbjk317tnbWHA>**

**Registration Deadline: 25th January,2025**



## Payment Mode

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## Case Workshop Coordinators

Dr. S. Maheswaran  
Dr. Jitendra Sharma

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