

Xavier Institute of Management, Xavier University, Bhubaneswar



For the Greater Glory of God

FACULTY DEVELOPMENT WORKSHOP

CASE PEDAGOGY AS A LEARNING TOOL

NOVEMBER 24-25, 2017



Coordinator: Prof. Bhaskar Basu

Visit www.ximb.edu.in for details

Xavier University Bhubaneswar (XUB) has established itself as a pioneer institute delivering quality management education to bright students from all over the world. The Xavier University came into being with the Government of Odisha passing the Xavier University Act in June 2013. It inherits the legacy of XIMB (Xavier Institute of Management Bhubaneswar), a premier world class B-School in the country. The University lives up to its vision of faith and spiritual inspiration and strives to build a just and humane society.

XIMB is Xavier University's flagship business management institute which, over the past 30 years has been recognized as a premier Business School in the country. It aspires to lead the country in management education by focusing on research and innovation. Our intellectual capital rankings have been in the top ten in the country consistently. It offers full-time MBA, Executive MBA and PhD programs.

Workshop Objectives

The case method can be used in a very effective way for moving students gradually up the cognitive skills ladder from the low skills levels of knowledge, comprehension and application to the higher and more desirable skills of analysis, synthesis and evaluation.

By the end of this workshop, participants will be able to:

- Make the right choice of cases for enhanced student engagement
- Pick up useful tactics for facilitating smooth class discussion
- Use different types of cases (descriptive, quantitative etc.)
- Evaluate students on case participation

Workshop Schedule

❖ Day 1: Nov 24, 2017

- 1.Registration- 9 am
- 2.Welcome & Inauguration of Workshop-9.30 am
(Prof.) (Dr.) Fr. Paul Fernandes, S.J.
Director (XIMB) and Vice Chancellor (XUB)
- 3.Group Photo & Tea-10.30 am
- 4.Case Study as a pedagogic tool-11.15 am
Prof. Subhajyoti Ray (*Dean-Academics, XIMB*)
5. Lunch- 12.45 pm
6. Ensuring Student Engagement-1.45 pm
Prof. Bhaskar Basu (*Information Systems*)
7. Tea-3.15 pm
8. Overcoming Common Challenges-3.30 pm
Prof. Subhasis Ray (*Area Coordinator-Marketing*)

❖ Day 2: Nov 25, 2017

- 1.Case Study-A Quantitative Perspective-9.30am
Prof. Soumya Guha Deb (*Finance*)
- 2.Tea-11.00 am
3. Real World Scenario: Simulation-11.15 am
Mr. Manaw Modi (*Visiting Faculty-XIMB*)
4. Lunch- 12.45 pm
5. Conducting Mock Case Session-1.45 pm
Participants (*in groups*)
6. Tea-3.15 pm
- 7.Review and Feedback-3.30 pm
Participants and Facilitators
8. Valedictory Session-4.30 pm
Fr. E.A. Augustine, S.J., *Registrar (XUB)*

Prerequisites

Duly filled up Registration Form and payment of Registration Fees before the last date, Nov 15th.

Venue of the Workshop

XIMB, Xavier Square, Chandrasekharpur

Registration Details

Interested participants should submit their nomination on the prescribed registered form to the coordinator of the program. The workshop fee of amount INR 10620/- (INR 9000+ GST of 18%) will be charged from the participants. The registration fee includes charges towards registration kit, course material and refreshments. The DD or NEFT transfer for Rs. 10620/- shall be drawn in favour of “Xavier Institute of Management Bhubaneswar” payable at SBI, Fortune Towers Branch, Bhubaneswar, IFSC Code No. SBIN0001641 and it should be sent along with the registration form. No TA/DA is admissible to the participants. The Registration Form may be filled directly <https://goo.gl/te6S9w> or emailed to the Coordinator before 15-11-2017.

Limited boarding and lodging facilities will be provided in the Management Development Centre, XIMB on payment basis (single room @INR 3000 and double sharing @ INR 2000 per day, excluding applicable tax) to the participants.

Target Participants

Faculty and academicians of Business Schools

Key Resource Person

Dr. Bhaskar Basu (Information Systems)

Xavier Institute of Management

Bhubaneswar-751013

Ph No: 0674-664-7740

Cell: 91-8594979417

Email: bhaskar@ximb.ac.in

Acknowledgement: *Harvard Business School Publishing, India*

Information

Registrations will be on first paid rather than first come basis. Seats are limited and there will be no refund of registration fees. Certificate of participation will be provided to all attendees. Limited accommodation at MDC guest house in the campus can be made available for the participants on payment basis, wherein a separate request must be sent by email (Sub: FDP-Case Workshop) to Mr. Ajit Kumar Das (ajitkumar@xub.edu.in) ([Cell: 7978860185](tel:7978860185)) post registration, who will then confirm the booking depending on availability of rooms.

Money Transfer

Beneficiary Name: Xavier Institute of Management-PSRA

Beneficiary Address: Xavier Square, Bhubaneswar-751013

Bank Details- SBI, Fortune Towers Branch, Bhubaneswar-751023

Bank A/c no- 00000034916884919

IFSC- SBIN0004414

SWIFT Code- SBININBB589

MICR Code- 751002024

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Enabling people to live extraordinary lives, and be the light for the world

Workshop Facilitators

Subhajyoti Ray (*M-Stat (ISI), FPM (IIM-Ahmedabad)*) is a Professor in the Decision Sciences area and currently Dean (Academics) of XIMB. Prior to joining XIMB, Dr. Ray worked with the Reserve Bank of India in statistical analysis area. His teaching interests are in Statistics and Business Analytics.

Bhaskar Basu (*PGDBM (IIM-Calcutta), PhD (IIT-KGP)*) is a faculty member of Information Systems in XIMB having around 24 years of work experience in academia and industry. He is an avid user of HBS cases for courses in Information Systems and Operations Management across various B-schools like IIFT, IMT and VGSOM besides case articles published in journals.

Subhasis Ray (*PGDBM (IIM-Calcutta), PhD (Osmania Univ.)*) is Professor and Area Coordinator (Marketing) as also the Founder-Coordinator of the Centre for Resettlement, Rehabilitation & Corporate Social Responsibility. He has authored, taught and published several cases on marketing and corporate social responsibility. In 2015, his case won the 1st prize in the United Nations and Babson College USA sponsored India based case

Soumya G Deb (*PGDBM (IIM-Calcutta), FPM (IIM-Calcutta)*) is Professor of Finance at XIMB and teaches courses in Finance for various post graduate programs in XIMB. His course pedagogy involves significant application of case solving methodology using mostly cases from HBR and other reputed sources. He is an active researcher and has several papers published in accredited journals.

Manaw Modi (*MS (Univ of Central Florida, USA) MBA (Univ of Maryland, USA)*) is an industry expert, with over 25 years of experience in the USA and India across diverse industries. An alumnus of Harvard Business School, he has multiple patents in credit card and healthcare business areas. He is a visiting faculty at XIMB and currently runs KarmaStrategies.com