



Indian Institute of
Management Raipur



SP Jain Institute of
Management & Research

IIM Raipur and SPJIMR's FDP: Series 1

Phase – 1: 26th – 29th September 2022

Phase – 2: 17th – 18th October 2022

Phase – 3: 5th December 2022

Seven days' Workshop on Case Writing
and Business Simulation Creation

Programme Overview

The FDP Workshop is designed around the method of writing business case studies and accompanying teaching notes. IIMR and SPJIMR aims at participant - based experience. Both Case studies & Simulation method comprise a very close, comprehensive, and exhaustive investigation of a particular business case. The case method and use of simulation is a participatory, discussion - based engaging way of learning where participants gain skills in critical communication and group dynamics.

Objectives of Case writing & Business Simulation Creation Workshop

- Identify and build a teaching case that suits the needs of your course
- Craft a teaching note to make the case experience effective for the class
- Introduction to what it takes to develop small simulations
- Participants will contribute to simulation and case development and over three months, a case may be released for publication.

Target Audience

- Faculty in Academic Institutions
- Scholars aspiring in management teaching
- Corporate Professionals who would like to adopt the case method and learn about case development

Facilitator Profiles

Key Facilitators –



Prof. Ram Kumar Kakani
Director, IIM Raipur

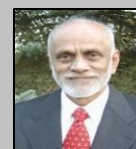


Prof. Vasant Sivaraman
Professor, SPJIMR

Other Facilitators -



Dr. Renuka Kamath
Professor of Marketing, SPJIMR



Prof. Ashok N. Ullal
Professor, Emeritus & Former Dean
School of International Business,
Reutlingen, Germany



Prof. Satyasiba Das
Associate Prof., Strategic
Management, IIM Raipur

Enrollment & Payment

Last Date for Registration – 20th September 2022

Registration Link

<http://14.139.235.164:81/fdp/>

Registration Fees:

Rs. 35,000 /- + 18% GST

Fooding & Lodging (at Tandula Suite):

Rs. 10,500 /- + 18% GST
(On Twin Sharing Basis)

Payment Link: The payment link will be shared to the selected candidates through E-mail.

The payment should be made on or before **23rd September 2022.**

The selected candidates will be notified through E-mail.

For more details visit the official website of IIM

Raipur – www.iimraipur.ac.in

The schedule of the workshop will be shared with the selected candidates via E-mail.

For any further queries/details please contact:

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E-mail – achowdhury@iimraipur.ac.in

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Raipur – 493 661, Chhattisgarh, India

Case writing and Simulation workshop – The Setup

PHASE-1

26th September 2022 - Introduction and a case experience

Introduction, workshop overview

Cases as a pedagogy

Teaching cases from student perspective

Notes on the experience

Debrief of Class

27th September 2022 - Case writing- next steps

Motivation for Case Writing

Identifying the case structure

Information collection, data, and exhibits

Frameworks to be linked in case

Group exercise, presentations, and discussion

28th-29th September 2022 - Spotlight on the TN

Interplay between Case and TN

Identifying tension/ dilemma in case

Parallel development of Teaching Note

Assessment using cases

Key aspects to consider in case/ TN development

Group exercise, presentations, and discussion

Ideas to make case engaging

Meeting case Protagonists with drafts in place

Iteration of case, TN, and protagonist inputs

Case consent

Group exercise, presentations, and discussion

PHASE – 2

17th October 2022 - Converting ideas to action

Short case proposal presentations by participants – open discussion

Feedback on proposals

18th October 2022 - Publication journey

Submission, review process through to decision

Open house, Wrap up, closure

PHASE – 3

5th December 2022 - Business simulation workshop

Session 1: Introduction to simulations (SIMS) and their uses in teaching at business schools.

Session 2: Defining the design goals for a small simulation (simulate) for a specific teaching objective.

Session 3: Developing the simulate using a spreadsheet program like MS Excel.