



Title: FDP on Case Writing

Date: 22/03/2025

Venue: Workshop hall

Time: 2PM – 5PM

Event : Faculty Development Program

No. of Participants: 25

Event Coordinators: Dr Tamizharasi D

Objectives of the Event

- The primary objectives of the International Conference / Faculty Development Programme (FDP) on Case Writing were:
- To enhance faculty members' understanding of case writing as an effective pedagogical and research tool in management education.
- To familiarize participants with the process, structure, and methodology of developing high-quality teaching cases.
- To provide insights into identifying suitable case ideas from real-life business and social contexts.
- To guide participants on publishing cases in reputed national and international case repositories and journals.
- To promote experiential learning and strengthen case-based teaching practices among faculty and researchers.

Brief Description of the Event

The International Conference / FDP on Case Writing was conducted on 22 March 2025 with the objective of building academic capacity in developing and publishing impactful teaching cases. The programme attracted faculty members, researchers, and doctoral scholars from various institutions, providing a vibrant platform for knowledge sharing and academic interaction.

The sessions focused on the fundamentals of case writing, types of cases, data collection techniques, ethical considerations, and the alignment of cases with learning objectives. Practical examples and illustrations were used to explain how real-world managerial problems can be converted into classroom-ready teaching cases. Interactive discussions enabled participants to clarify doubts related to case structure, teaching notes, and review expectations of leading case journals.

The FDP emphasized hands-on learning and encouraged participants to conceptualize potential case ideas from their own professional and research experiences.



Profile of the Resource Person:

Dr. Mathew Manimala is a distinguished academician and Former Professor at the Indian Institute of Management (IIM), Bangalore. He is widely recognized for his significant contributions to entrepreneurship, organizational behavior, and management education. Dr. Manimala has authored and edited several books and has published numerous research papers and teaching cases in reputed national and international journals. His vast experience in case research and pedagogy has made him a sought-after resource person for faculty development programmes across premier institutions.

Outcomes Attained:

- Participants gained a clear conceptual understanding of case writing and its relevance in management education.
- Faculty members were equipped with practical guidelines to identify, develop, and structure teaching cases.
- Participants developed clarity on preparing teaching notes and aligning cases with learning outcomes.
- The session motivated faculty to undertake case-based research and aim for publication in reputed case journals.
- The FDP contributed to strengthening case-based teaching practices and fostering a research-oriented academic culture.



Event Co-ordinator



Director