



A Workshop on “Harvard Business Publishing Case Workshop”

Date: 11th December 2023	Venue: Workshop Hall
Time: 10:00 - 11:00 am	Event : Harvard Business Publishing Case Workshop
No. of Participant: 22	Event Convener: Dr. Padmalini Singh

Objectives:

- The objective of the workshop was to make the HBP platform familiar to all the faculty members and know all the features to select the case studies and understand the methodology to prepare and discuss case studies in class room.

Agenda/Flow of the Event

Resource Person: Ms. Sheelan Mishra, HBP (Yongpoo)

Dr. Sheelan Misra is into Business and Higher education designing and marketing expert with business acumen, passionate about maximizing learning environment driven by innovation and collaboration

Dr. Sheelan Misra has trained more than 2500 corporate executives and graduates. She has the unique capability of establishing Centres like Centres of Executive Development, Entrepreneurship, and Innovation leading to skill development at all levels of organizations and educational institutions. She was leading the Department of Management Studies successfully at a premier Institution in Bangalore, India. She established the Centre of Innovation, Incubation, and Entrepreneurship and led it as a dean. She also provides consulting services to ed-tech firms for Higher Education Partnerships and in India and five other countries, namely Singapore, UAE, Australia, Malaysia, and Canada. She also provides consulting services to organizations in foreign exchange and real estate verticals. She has actively grown the network of corporates and professionals through various linkages.

Dr. Misra has been actively involved in establishing an AICTE-sponsored entrepreneurship development center, YUVA Yojna, Unnat Bharat Abhiyaan, and Skill and Personality Development Program for initiating grass root development work in Villages and upscaling life skills among the individuals.

She has been actively involved in designing the OBE curriculum for Management Programmes for achieving program outcomes successfully, especially for NAAC and NBA accreditation processes.

A B.Sc from the University of Delhi, MBA from Guru Jambheshwar University, Haryana, holds her doctorate degree from Jamia Millia Islamia, a central university in New Delhi in the area of International Marketing. Dr. Sheelan has been a topper in her MBA program and awarded a gold medal by the Governor of Haryana. Dr. Sheelan has a rich academic, research, and industry experience of more than 22 years. She has to her credit more than 50 research publications in national and international journals. She is an Accredited Management Teacher, accredited by AIMA, New Delhi, and also guiding 4 Ph.D. research scholars in the different disciplines of management. 5 scholars have already completed their Ph.D. under her guidance. She has been one of the founding members of MTC- Global. She acted as a Vice Chairperson – AIMS, South Chapter, for

2022-2023 and member secretary for the term of 2021-2022. She is the secretary of administration of the Confederation of Women Entrepreneurs Karnataka Chapter.

Photo with description



Dr. Sheelan Mishra introduced faculty members to the Harvard Business Publishing (HBP) platform, focusing on its rich features and practical application in academic settings. Participants explored how to effectively select and integrate case studies into their curriculum, leveraging HBP's extensive library of resources to enhance learning experiences.

One of the workshop's primary objectives was to familiarize educators with the methodology for preparing and presenting case studies. By understanding HBP's structured approach, faculty members could facilitate engaging classroom discussions, encouraging critical thinking and problem-solving among students. The platform's resources enable instructors to simulate real-world business challenges, fostering experiential learning.

In addition to exploring HBP's case studies, participants were introduced to its teaching tools, including simulations and interactive modules. These tools are designed to replicate business scenarios, allowing students to practice decision-making in dynamic environments.

The session also highlighted the importance of aligning course objectives with the appropriate resources available on the HBP platform. Faculty members engaged in collaborative activities, sharing strategies for utilizing case studies effectively and tailoring content to their specific course requirements.

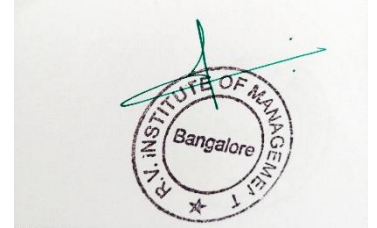
Through this workshop, educators gained valuable insights into how the HBP platform can transform teaching practices, enrich course content, and prepare students for professional challenges.

Feedback & Coordinator Comment:

Participants expressed highly positive feedback about the workshop, appreciating the hands-on approach and practical insights provided. Many highlighted the clarity with which the platform's features were explained, particularly the methodology for selecting and using case studies. They found the session engaging and

informative, with several noting that it inspired new ideas for classroom discussions. Overall, attendees commended the workshop for enhancing their teaching strategies and fostering a deeper understanding of experiential learning tools.

Event Convener: Dr. Purushottam Bung



Director