



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

RE-ACCREDITED BY NAAC WITH A++ GRADE
COLLEGE WITH POTENTIAL FOR EXCELLENCE - UGC
(AFFILIATED TO MAHATMA GANDHI UNIVERSITY)

DEPARTMENT OF MANAGEMENT STUDIES

is pleased to announce

WORKSHOP ON CASE WRITING

August 8, 2020 | 4 pm - 6 pm

Resource Person:

Mr. JAIDEV POOMATH

Associate Professor, Kochi Business School

Mr. Jaidev is an MBA graduate from Bharathiar University, with 20 years of combined Academic and Industry experience. He has authored and published several Case Studies with IIM Bangalore, Symbiosis Institute of Business Management, IIM Raipur and ICFAI. He has undergone an FDP at IIM Indore and has authored several Book Reviews including a few with IIM Indore, IMT Ghaziabad and MDI Gurgaon.

Programme Objectives

The primary objective is to develop aptitude and prowess for case writing among the teaching fraternity with a hands-on approach to case development. The discourse would encompass the following focus areas:

- Recognising Case Situations and Structure
- Creating and capturing the Case Rhetoric & Content
- Structuring Teaching Note
- Integrating Case and Teaching Note

Methodology

In order to facilitate a channelised discussion, the workshop will be focusing on the broad theme -
"Response Mechanism of Kerala State Administration to the Pandemic".

Registration Deadline: 4th August, 2020 (Tuesday)

Only limited seats available, Registrations of the first 50 participants shall be accepted on first come first serve basis
E-Certificates shall be provided to the registered Workshop participants.

TO REGISTER, [CLICK HERE](#)

For details, Contact:

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