

**Faculty Development Program (FDP)**  
**on**  
**“Case Methods – Learning, Teaching and Writing”**  
**(16<sup>th</sup> -17<sup>th</sup> August, 2019)**



Organized by:  
**Department of Commerce & Business Management**  
**Faculty of Commerce & Management**  
**In association with**  
**Internal Quality Assurance Cell (IQAC)**  
**Integral University, Lucknow**

HEAD  
Department of Commerce & Business Management  
Integral University, Lucknow  
20/08/19

**About the Department**

The Department of Business Management, under the Faculty of Commerce and Management was established way back in 2004, under the flagship of the prestigious Integral University, Lucknow. Currently the Department is running BBA| B.Com (Hons)|M.Com |MBA and Ph.D. Programme in the areas of Commerce and Management which has lead to the rechristening of the name of the Department and Faculty respectively as Department of Commerce & Management and Faculty of Commerce & Management. The Department has qualified faculty from academia and Industry and course curricula at par with any B-School of the country. The Department has a full-fledged Training & Placement Cell, organizing “On the Job Training” for Commerce & Management students in the companies. The Department is regularly inviting Expert Guest Faculty from academic world and Industry, to deliver lecture, organize Business games and exercises to make the students acquainted with the real life business situations.

**About FDP**

The Faculty Development Program (FDP) would be an effort to generate enthusiasm amongst the faculty to develop cases (write cases) in their own subject area and use it as a teaching instrument in class. This program would also help to bridge the gap between the academic and business world by capturing the development of the industry and getting it into the class room.

Further, participative approaches to training and development continue to be popular. Case methodology promotes participative and peer to peer learning. The payoffs are in the form of more motivated and enlightened students, and also a more stimulating classroom environment. It would be an excellent opportunity for faculty members to learn the art of case writing and also practice case teaching methods by exploring the concepts and techniques behind creative case teaching, showing how to plan & execute successful case discussions in class. It would ultimately result in an enriched faculty.

**Objectives**

- To develop an understanding of the teaching concepts behind the case method.
- To understand the need to use cases in teaching management students.
- Help the participants with the basics of case writing.
- Methods of creating classroom environment for case teaching.

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### About the University

Integral University, a seat of educational excellence, is a premier university in Lucknow, the capital city of the state of Uttar Pradesh, India. It was established under the Act Number 9 of 2004 by the State Government. The University is duly approved by the University Grants Commission (UGC) under sections 2(f) and 12B of the UGC Act, 1956, Medical Council of India, Pharmacy Council of India, Indian Nursing Council, Council of Architecture, Bar Council of India, Indian Association of Physiotherapists, National Council for Teacher Education, UP State Medical Faculty and Distance Education Bureau. Integral University is accredited by NAAC and recognized as a Scientific & Industrial Research Organization (SIRO) by the Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India.

### Registration Fee: Rs. 300/- (Faculty Members/Research Scholars)

Registration fees include welcome kit and tea only. No TA/DA, accommodation and lunch will be provided to the participants. Certificate will be provided to participants after successful completion of program.

**Resource Person: Dr. Salma Ahmed, Professor, Department of Business Administration, Aligarh Muslim University, Aligarh, U.P., India.**

### Venue:

Hall 1, Central Auditorium  
Integral University, Lucknow  
(U.P.)

### Contact Details:

Prof. A. K. Saxena,  
Dean, FCM Mob: +91-6394067189  
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Dr. Syed Shahid Mazhar  
Head, DCBM  
Mob: +91-8303214520  
Email: headmgm@iul.ac.in

### Registration

For registration and query please contact

**Mr. Syed Afzal Ahmad**

Mob.: 7607779740

Email: safzal@iul.ac.in



### Address:

Department of Commerce and Business Management,  
IIIrd Floor, Academic Block-IV, Integral University,  
Dasauli, Bas-ha Kursi Road,  
Lucknow (U.P.) – 226026

*Handwritten signature and date:*  
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## **Report on FDP on Case Methods – Learning, Teaching and Writing**

The Department has organized Two days Faculty Development Programme on “Case Methods- Learning, Teaching and Writing” August 16-17, 2019 in the central auditorium, Integral University.

Prof. Aqil Ahmad, Vice Chancellor (Acting), Integral University presided over the inaugural function. Prof A. K. Saxena, Director IQAC and Dean, FCM, Integral University, Lucknow, welcomed the participants and speaker of the program, **Dr. Salma Ahmed** In his key address he told the importance of Case Studies.

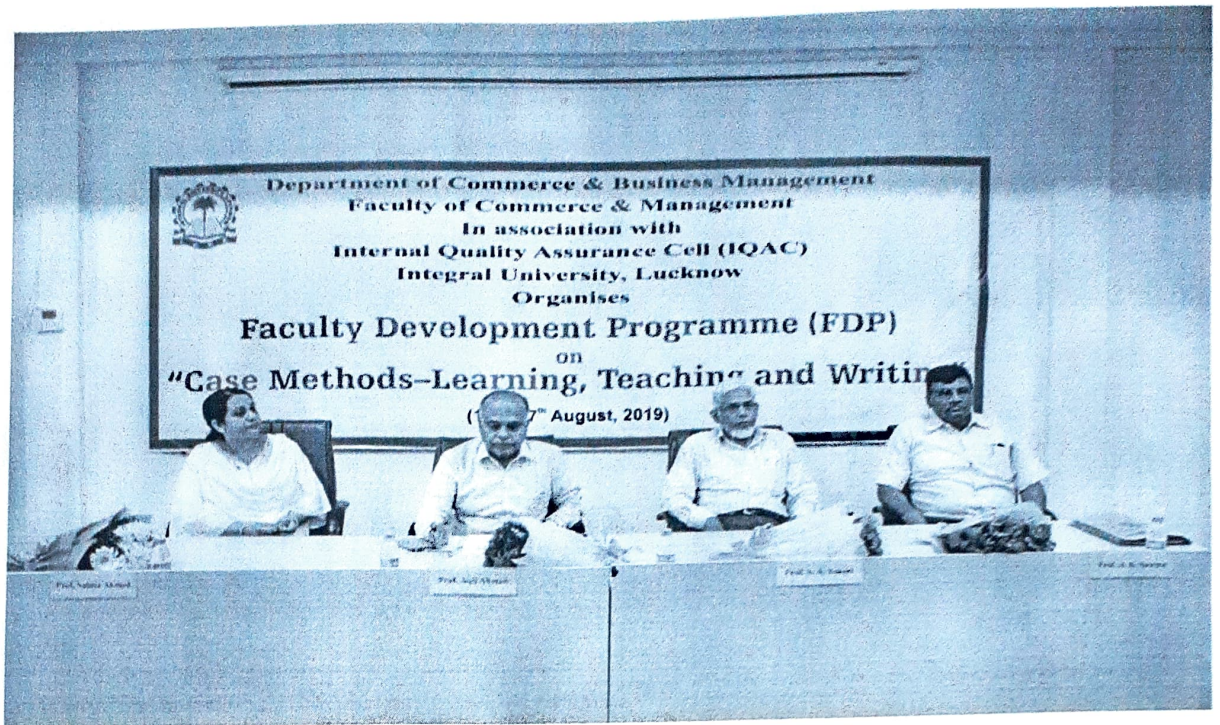
Dr. Salma Ahmad focused on four major areas while sharing her knowledge about case methods that are:

1. To develop an understanding of the teaching concepts behind the case method.
2. To understand the need to use cases in teaching management students.
3. Help the participants with the basics of case writing.
4. Methods of creating classroom environment for case teaching.

It was an overall wonderful experience in which faculty members and research scholars got to know various useful aspects related to research. The FDP ended on 17<sup>th</sup> August 2019 with certificate distribution to the participants in the Valedictory session followed by a thank you speech by the Head of the Department of Commerce and Business Management, Dr. Syed Shahid Mazhar.

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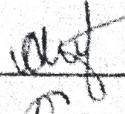

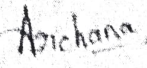

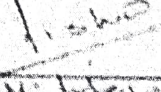
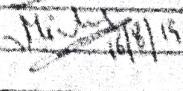

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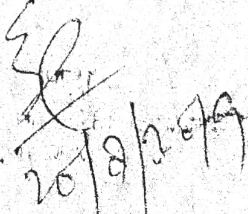
# FDP on Case Methods- Learning ,Teching and Writing

Date- 16th -17th August 2019

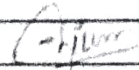
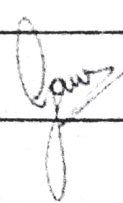
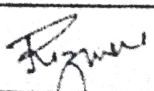
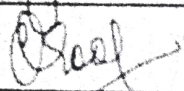
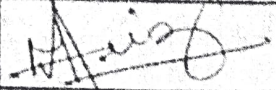
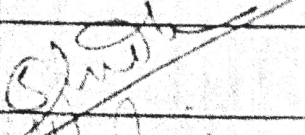
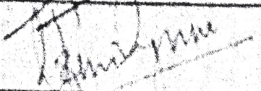
Session-2 A 3

S.No.	Name of Participants	Signature
1	Ms. Saira Banoo Warsi , Associate Prof. ,Management Studies BBDNIIT, Lucknow	
2	Dr.Shabia Subuhi, Assistant Professor, Department of Education, Integral University	
3	Anam Fatima , Research Scholar, Department of Business Administration, AMU , Aligarh	
4	Anas Jameel , Research Scholar, Department of Political Science , AMU , Aligarh	
5	Mr.Shubendu Shekhar Shukla , Asst. Prof. SRM Business School , Lucknow	
6	Ms.Nidhi Singh , Faculty , iNurture Education Solution	
7	Ms.Aiza Usmani, Faculty , iNurture Education Solution	
8	Ms.Priyanka Pandey , Faculty , iNurture Education	
9	Dr.Syed Salman Ahmad Warsi, Associate Professor, Department of Physics, Integral University	
10	Dr.Haroon , Department of Physics , Integral University	
11	Mr.Dharmendra Pandey, Amity Business School, Amity University , Lucknow	
12	Dr.Sana Moid, Assistant Professor, Amity Business School, Amity University, Lucknow	
13	Mr.Niti Shankar, Assistant Professor,Amity Business School . Amity University, Lucknow	
14	Irfan Ahmad Khan, Head, Department of Applied Physics, University Polytechnic, Integral University	
15	Ms.Archana Yadav, Assistant Professor, ECE ,Integral University,	
16	Dr.Alvina Farooqui, Associate Professor, Department of Bioengineering, Integral University	
17	Er. Poonam Sharma,Assistant Professor, Department of Bioengineering, Integral University	
18	Dr.Archana Vimal, Assistant Professor, Department of Bioengineering, Integral University	
19	Dr.Swati Sharma , Assistant Professor, Department of Bioscience, Integral University	
20	Dr.Aisha Kamal, Associate Professor, Department of Bioengineering, Integral University	
21	Dr.Minhaj Akhtar Usmani, IT college	
22	Dr.Ravi Kumar Sharma , BBAU , Lucknow	
23	Ms.Afshan Rizvi, MAHIST, Mehmoodabad, Sitapur	
24	Ms.Shalini Chaudhry , IT College, Lucknow	

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20/8/2019



25	Dr Mohd. Shuaib Siddiqui, Lecturer , University Polytechnic, Integral University	
26	Ms.Rashmi Rakesh, Assistant Professor, Maharishi University of Information Technology	
27	Mr.Ashutosh Mishra, Assistant Professor, SRMBS	
28	Ms.Huma Naaz, Lecturer , Faculty of Education, Integral University	
29	Ms.Samina Mumtaz, Assistant Prof.(Jr.), Faculty of Education, Integral University	
30	Ms.Bushra Jafri , Faculty, Department of Lanaguages, Integral University	
31	Ms.Divya Punjwani, Lecturer, Faculty of Education, Integral University	
32	Ms.Ruchita Chauhan, Assistant Professor , SRMBS	
33	Mr.Vishal Jaiswal, Assistant Professor, SRMBS	
34	Mr.Ashish Kumar, Assistant Professor, SRMBS	
35	Mr.Ritesh Krishna Srivastava, Assistant Professor , BBD University	
36	Ms.Zareen Anjum, Lecturer , Karamat Hussain PG	
37	Dr.Swati Tiwari, Assistant Professor , SRMBS	
38	Dr.Syed Shahid Mazhar, Associate Professor , DCBM , Integral University, Lucknow	
39	Dr.Asma Farooq, Associate Professor , DCBM , Integral University, Lucknow	
40	Dr. Gaurav Bisaria, Assistant Professor , DCBM , Integral University, Lucknow	
41	Mr. Amit Kumar Goel, Assistant Professor , DCBM , Integral University, Lucknow	
42	Dr. Rizwana Atiq, Assistant Professor , DCBM , Integral University, Lucknow	
43	Ms. Orooj Siddiqui, Assistant Professor , DCBM , Integral University, Lucknow	
44	Mr. Habib Uddin, Assistant Professor , DCBM , Integral University, Lucknow	
45	Dr. Farhina Sardar Khan, Assistant Professor , DCBM , Integral University, Lucknow	
46	Mr. Mohd Ariz Siddiqui, Assistant Professor , DCBM , Integral University, Lucknow	
47	Mr. Syed Afzal Ahmad, Assistant Professor , DCBM , Integral University, Lucknow	
48	Mr. Shariq Nadeem, Assistant Professor , DCBM , Integral University, Lucknow	
49	Ms. Uzmi Anjum, Assistant Professor , DCBM , Integral University, Lucknow	

26/8/2019



50	Mr. Moiz Akhtar, Assistant Professor, DCBM, Integral University, Lucknow	<i>Moiz</i>
51	Mr. Shahab Ud Din, Assistant Professor, DCBM, Integral University, Lucknow	
52	Ms. Neyha Malik, Assistant Professor, DCBM, Integral University, Lucknow	<i>Neyha</i> 14/8/19
53	Mr. Divesh Dutt, Assistant Professor, DCBM, Integral University, Lucknow	<i>Divesh</i> 16/8/19
54	Ms. Kainat Akhtar Usmani, Research Scholar, DCBM	<i>Kainat</i> 16/8/19
55	Ms. Mubasshara Hasan, Research Scholar, DCBM	<i>Mubasshara</i> 16/8/19
56	Mr. Shadab Ahmad, Research Scholar, DCBM	<i>Shadab</i> 16/8/19
57	Mr. Ehsanul Haq, Assistant Professor (Jr.) DCBM, Integral University, Lucknow	<i>Ehsan</i>
58	Ms. Farheen Siddiqui, Assistant Professor (Jr.) DCBM, Integral University, Lucknow	<i>Farheen</i>
59	Mr. Saurabh Bajpai, Faculty, iNurture Education Solution	<i>Saurabh</i> 16/8/19
60	Dr. Anil Kr. Pal, Faculty, iNurture Education Solution	<i>Anil Kr. Pal</i>
61	Dr. Sabahat Fatima, Faculty, iNurture Education Solution	<i>Sabahat</i>
62	Swapnil Vaish, Faculty, iNurture Education Solution	<i>Swapnil</i>
63	Arif Jamal, Research Scholar, DCBM, Integral University, Lucknow	<i>Arif Jamal</i>
64	Saima Ishtiyag, Research Scholar, DCBM, Integral University, Lucknow	<i>Saima</i> 16/8/19
65	Abdul Rub Khan, Research Scholar, DCBM, Integral University, Lucknow	
66	Sana Khan, Research Scholar, DCBM, Integral University, Lucknow	
67	Farrukh Nadeem, Research Scholar, DCBM, Integral University, Lucknow	<i>Farrukh</i>
68	Chandra Shekhar Singh, Research Scholar, DCBM, Integral University, Lucknow	<i>Chandra</i>
69	Richa Maurya, Research Scholar, DCBM, Integral University, Lucknow	
70	Nazia Akhlaq, Research Scholar, DCBM, Integral University, Lucknow	<i>Nazia</i>
71	Priyanka Bajpai, Research Scholar, DCBM, Integral University, Lucknow	<i>Priyanka</i>
72	Qambar Husain, Research Scholar, DCBM, Integral University, Lucknow	
73	Pradeep Kumar, Research Scholar, DCBM, Integral University, Lucknow	
74	Sonalika Singh Bhadoria, Research Scholar, DCBM, Integral University, Lucknow	<i>Sonalika</i>

Received certificate for 20/8/19

20/8/2019

75	Abhinav Gupta , Research Scholar, DCBM,Integral University, Lucknow	<del>XXXX</del>
76	Wajiha Alim, Research Scholar, DCBM,Integral University, Lucknow	
77	Amrita Bhatta, Research Scholar, DCBM,Integral University, Lucknow	
78	Zakia Rizvi, Research Scholar, DCBM,Integral University, Lucknow	
79	Pooja Srivastava , Research Scholar, DCBM,Integral University, Lucknow	
80	Ms.Arifa Ishtayaq, Research Scholar , DCBM ,Integral University, Lucknow	Arifa
81	Ms.Sundus Chisti , Research Scholar, Department of Business Administration	
82	Mr.Mohd. Azmi Khan, Research Scholar, Department of Business Administration	

83 Uma Prasad Pandey, Department of Architecture & Planning, I.U.

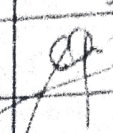
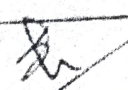
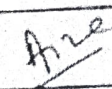
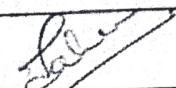
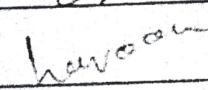
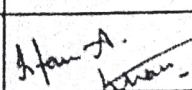
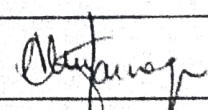

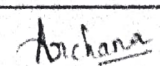
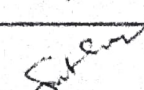

84 Anurag Pal Singh , Asstt Prof, SRMSS. Anurag


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**FDP on Case Methods- Learning ,Teching and Writing**  
**Date- 16th -17th August 2019**

**Session-4**

S.No.	Name of Participants	Signature
1	Ms. Saira Banoo Warsi, Associate Prof. ,Management Studies BBDNIIT, Lucknow	
2	Dr.Shabia Subuhi, Assistant Professor, Department of Education, Integral University	
3	Anam Fatima , Research Scholar, Department of Business Administration, AMU , Aligarh	
4	Anas Jameel , Research Scholar, Department of Political Science , AMU , Aligarh	
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6	Ms.Nidhi Singh , Faculty , iNurture Education Solution	
7	Ms.Aiza Usmani, Faculty , iNurture Education Solution	
8	Ms.Priyanka Pandey , Faculty , iNurture Education Solution	
9	Dr.Syed Salman Ahmad Warsi, Associate Professor, Department of Physics, Integral University	
10	Dr.Haroon , Department of Physics , Integral University	
11	Mr.Dharmendra Pandey, Amity Business School, Amity University , Lucknow	
12	Dr.Sana Moid, Assistant Professor, Amity Business School, Amity University, Lucknow	
13	Mr.Niti Shankar, Assistant Professor,Amity Business School , Amity University, Lucknow	
14	Irfan Ahmad Khan, Head, Department of Applied Physics, University Polytechnic, Integral University	
15	Ms.Archana Yadav, Assistant Professor, ECE ,Integral University,	
16	Dr.Alvina Farooqui, Associate Professor, Department of Bioengineering, Integral University	
17	Er. Poonam Sharma,Assistant Professor, Department of Bioengineering, Integral University	
18	Dr.Archana Vimal, Assistant Professor, Department of Bioengineering, Integral University	
19	Dr.Swati Sharma , Assistant Professor, Department of Bioscience, Integral University	
20	Dr.Aisha Kamal, Associate Professor, Department of Bioengineering, Integral University	
21	Dr.Minhaj Akhtar Usmani, IT college	
22	Dr.Ravi Kumar Sharma , BBAU , Lucknow	

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23	Ms. Afshan Rizvi, MAHIST, Mehmoodabad, Sitapur	
24	Ms. Shalini Chaudhry, II College, Lucknow	
25	Dr. Mohd. Shuaib Siddiqui, Lecturer, University Polytechnic, Integral University	
26	Ms. Rashmi Rakesh, Assistant Professor, Maharishi University of Information Technology	
27	Mr. Ashutosh Mishra, Assistant Professor, SRMBS	
28	Ms. Huma Naaz, Lecturer, Faculty of Education, Integral University	
29	Ms. Samina Mumtaz, Assistant Prof (Jr.), Faculty of Education, Integral University	
30	Ms. Bushra Jafri, Faculty, Department of Languages, Integral University	
31	Ms. Divya Punjwani, Lecturer, Faculty of Education, Integral University	
32	Ms. Ruchita Chauhan, Assistant Professor, SRMBS	
33	Mr. Vishal Jaiswal, Assistant Professor, SRMBS	
34	Mr. Ashish Kumar, Assistant Professor, SRMBS	
35	Mr. Ritesh Krishna Srivastava, Assistant Professor, BBD University	
36	Ms. Zareen Anjum, Lecturer, Karamat Hussain PG College	
37	Dr. Swati Tiwari, Assistant Professor, SRMBS	
38	Dr. Syed Shahid Mazhar, Associate Professor, DCBM, Integral University, Lucknow	el
39	Dr. Asma Farooq, Associate Professor, DCBM, Integral University, Lucknow	Amr
40	Dr. Gaurav Bisaria, Assistant Professor, DCBM, Integral University, Lucknow	Jaur
41	Mr. Amit Kumar Goel, Assistant Professor, DCBM, Integral University, Lucknow	Amr
42	Dr. Rizwana Atiq, Assistant Professor, DCBM, Integral University, Lucknow	Rizwana
43	Ms. Orooj Siddiqui, Assistant Professor, DCBM, Integral University, Lucknow	Or
44	Mr. Habib Uddin, Assistant Professor, DCBM, Integral University, Lucknow	Halb
45	Dr. Farhina Sardar Khan, Assistant Professor, DCBM, Integral University, Lucknow	Farhina
46	Mr. Mohd Ariz Siddiqui, Assistant Professor, DCBM, Integral University, Lucknow	Ariz
47	Mr. Syed Afzal Ahmad, Assistant Professor, DCBM, Integral University, Lucknow	

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48	Dr. Henry Hudson, Assistant Professor, D. Phil Integral University, Lucknow	
49	Dr. Gauri Anjan, Assistant Professor, D. Phil Integral University, Lucknow	
50	Dr. Mrida Akhara, Assistant Professor, D. Phil, Integral University, Lucknow	
51	Dr. Shashi Chatur, Assistant Professor, D. Phil Integral University, Lucknow	
52	Dr. Anshu Chatur, Assistant Professor, D. Phil Integral University, Lucknow	
53	Dr. Divyanshu, Assistant Professor, D. Phil, Integral University, Lucknow	
54	Dr. Kishor Akhara, Assistant, Research Scholar, D. Phil Integral University, Lucknow	
55	Dr. Madhusudan Harni, Research Scholar, D. Phil Integral University, Lucknow	
56	Dr. Shashik Akhara, Research Scholar, D. Phil Integral University, Lucknow	
57	Dr. Chandra Harni, Assistant Professor, D. Phil Integral University, Lucknow	
58	Dr. Farheen Siddiqui, Assistant Professor, D. Phil Integral University, Lucknow	
59	Dr. Samir Bajpai, Faculty, Distance Education Scheme	
60	Dr. Anil K. Pal, Faculty, Distance Education Scheme	
61	Dr. Subhash Pal, Faculty, Distance Education Scheme	
62	Swapnil Vaidh, Faculty, Distance Education Scheme	
63	Arif Jamil, Research Scholar, D. Phil, Integral University, Lucknow	
64	Salma Ishiyau, Research Scholar, D. Phil, Integral University, Lucknow	
65	Abdul Rabi Khan, Research Scholar, D. Phil, Integral University, Lucknow	
66	Sana Khan, Research Scholar, D. Phil, Integral University, Lucknow	
67	Farrukh Nadeem, Research Scholar, D. Phil, Integral University, Lucknow	
68	Chandra Shekhar Singh, Research Scholar, DCBM, Integral University, Lucknow	
69	Richa Maurya, Research Scholar, DCBM, Integral University, Lucknow	
70	Nazia Akhlaq, Research Scholar, DCBM, Integral University, Lucknow	
71	Priyanka Bajpai, Research Scholar, DCBM, Integral University, Lucknow	

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72	Qambar Husain, Research Scholar, DCBM, Integral University, Lucknow	<i>Qambar</i>
73	Pradeep Kumar, Research Scholar, DCBM, Integral University, Lucknow	
74	Sonalika Singh Bhadoria, Research Scholar, DCBM, Integral University, Lucknow	<i>Sonalika</i>
75	Abhinav Gupta, Research Scholar, DCBM, Integral University, Lucknow	
76	Wajiha Alim, Research Scholar, DCBM, Integral University, Lucknow	<i>Wajiha</i>
77	Amrita Bhatti, Research Scholar, DCBM, Integral University, Lucknow	<i>Amrita Bhatti</i>
78	Zakia Rizvi, Research Scholar, DCBM, Integral University, Lucknow	<i>Zakia Rizvi</i>
79	Pooja Srivastava, Research Scholar, DCBM, Integral University, Lucknow	
80	Ms. Arifa Ishtayaq, Research Scholar, DCBM, Integral University, Lucknow	
81	Ms. Sundus Chisti, Research Scholar, Department of Business Administration	
82	Mr. Mohd. Azmi Khan, Research Scholar, Department of Business Administration	
83	Mohd. Azharuddin, Research Scholar, North International University	<i>Amir</i> 17/08/19

84. Dr. Sandhya Sinha. Materisli  
Faculty of Commerce & Management.  
Materisli University of Information  
Technology, Lucknow.

for  
*Ref:*

85. Rashmi Bakesh. Asst. Professor  
Faculty of Commerce & mgmt.  
Materisli University of Information  
Technology, Lucknow

*Ref:*  
17/08/19.

*32*  
*26*





# INTEGRAL UNIVERSITY, LUCKNOW

Department of Commerce & Business Management

Faculty of Commerce & Management

In association with

Internal Quality Assurance Cell (IQAC)

S.N./2019-20/37

## *Certificate of Participation*

This is to certify that

Dr./Mr./Ms. **Gaurav Bisaria**

**Assistant Professor**

*DCBM, Integral University, Lucknow*

Participated in Faculty Development Program (FDP)

on

"Case Methods - Learning, Teaching & Writing"

(16<sup>th</sup> -17<sup>th</sup> August, 2019)

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