Faculty Development Program (FDP)

on

"Case Methods - Learning, Teaching and Writing"

(16th -17th August, 2019)



Organized by:

Department of Commerce & Business Management

Faculty of Commerce & Management
In association with
Internal Quality Assurance Cell (IQAC)

Integral University, Lucknow

Department of Commerce & Business Management instruction of University Lecunics

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.

Aulae 1

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 Email: deanmgmt@iul.ac.in

Dr. Syed Shahid Mazhar Head, DCBM Mob: +91-8303214520 Email: headmgm@iul.ac.in

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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



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.

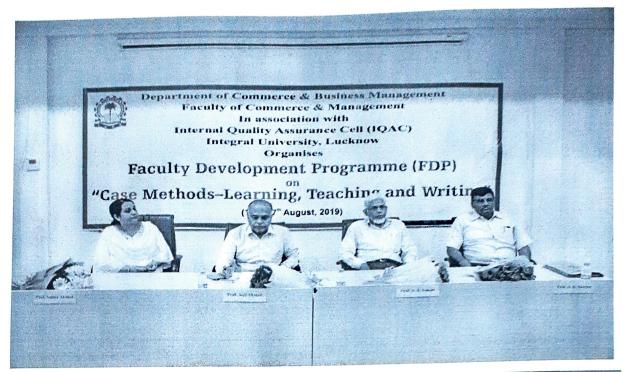
Prof. Aqil Ahmad, Vice Chancellor (Acting), Integral University presided over the inaugural function. Prof A. K. Saxena, Director IQAC and Dean, FCM, Integral University, Lucknow, welcomed the participants and speaker of the program, **Dr. Salma Ahmed** In his key address he told the importance of Case 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 17th 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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4	Anas Jameel, Research Scholar, Department of Political	
	Science , AMU , Aligarh	
5	Mr.Shubendu Shekhar Shukla , Asst. Prof. SRM	
	Business School , Lucknow	No.
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,	05/
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10	Dr.Haroon , Department of Physics , Integral University	
11	Mr.Dharmendra Pandey, Amity Business School, Amity	
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12	Dr.Sana Moid, Assistant Professor, Amity Business	
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13	Mr.Niti Shankar, Assistant Professor, Amity Business	
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14	Irfan Ahmad Khan, Head, Department of Applied	
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15	Ms.Archana Yadav, Assistant Professor, ECE ,Integral	
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24	Ms.Shalini Chaudhry, IT College, Lucknow	Secus

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INTEGRAL UNIVERSITY, LUCKNOW

Department of Commerce & Business Management
Faculty of Commerce & Management
In association with
Internal Quality Assurance Cell (IQAC)

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" (16th -17th August, 2019)

Dr. Syed Shahid Mazhar Head, DCBM & Convenor

Prof. A.K. Saxena
Dean, FCM & Director IQAC

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