



**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW**

Date: 5 September 2022

IUL/2021-22/DCBM/54

Notice

All the Faculty Members, Research Scholar and Students are hereby informed that the Faculty of Commerce and Management, Integral University is organizing One day Seminar on Case Study Pedagogy on 9th September. This activity will raise awareness writing and developing academic cases.

Venue: Department Seminar Hall, 3rd Floor,
BNLT Building

Date: 9 September 2022

Timing: 12:30 pm onwards

**Prof. A.K Saxena
Dean, FCM**

**Prof. Syed Shahid Mazhar
Head, DCBM**



**INTEGRAL
UNIVERSITY**
LUCKNOW - INDIA



FACULTY OF COMMERCE AND MANAGEMENT
In Association With
INTERNATIONAL SCHOOL OF BUSINESS & MEDIA

organizes

**ONE DAY SEMINAR
on**

CASE STUDY PEDAGOGY

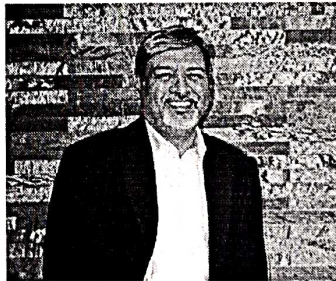
Friday, September 9, 2022

 **09:30 am onwards**
Venue : Department Seminar Hall



Convener

Prof. A.K Saxena
Dean, FCM



Speaker

Dr. Pramod Kumar
President
ISB & M Group



Co-Convener

Dr. S.S Mazhar
Head, DCBM

E-Certificate to all registered candidates

Registration Link: <https://bit.ly/3DbRFmW>



COORDINATORS:
Dr. Adeel Maqbool
Dr. Farhina Sardar Khan



**Report on
One Day Seminar
On Case Study Pedagogy
Faculty of Commerce and Management
Friday, September 9, 2022**

One Day Seminar on Case Study Pedagogy was organized by **Faculty of Commerce and Management** was held in the Department of Commerce and Business Management on **9 September, 2022** by the Dean of the Faculty **Prof. A.K Saxena** and Head of Department **Prof. S. S. Mazhar**. The eminent Guest of honor of the session was **Dr. Pramod Kumar**, president ISB & M Group.

The head of the department **Prof. S.S. Mazhar** spoke about the importance of the session for the staff and the students.

The Seminar on Case Study Pedagogy, offered an in-depth exploration of the educational technique known as case study pedagogy, emphasizing its benefits, implementation strategies, and practical applications across various fields. The seminar commenced with an introduction to the history and evolution of case studies in education, highlighting their origins in law and business schools and their gradual adoption in other disciplines. Keynote speakers elaborated on how case studies facilitate active learning by engaging students in real-world scenarios that require critical thinking, problem-solving, and decision-making. By analyzing detailed narratives of actual events or hypothetical situations, students can apply theoretical knowledge to practical situations, thereby enhancing their understanding and retention of course material. The seminar underscored the importance of designing effective case studies, stressing the need for cases to be relevant, challenging, and aligned with learning objectives. Presenters shared best practices for crafting compelling case narratives, including the integration of multimedia elements to enrich the learning experience.

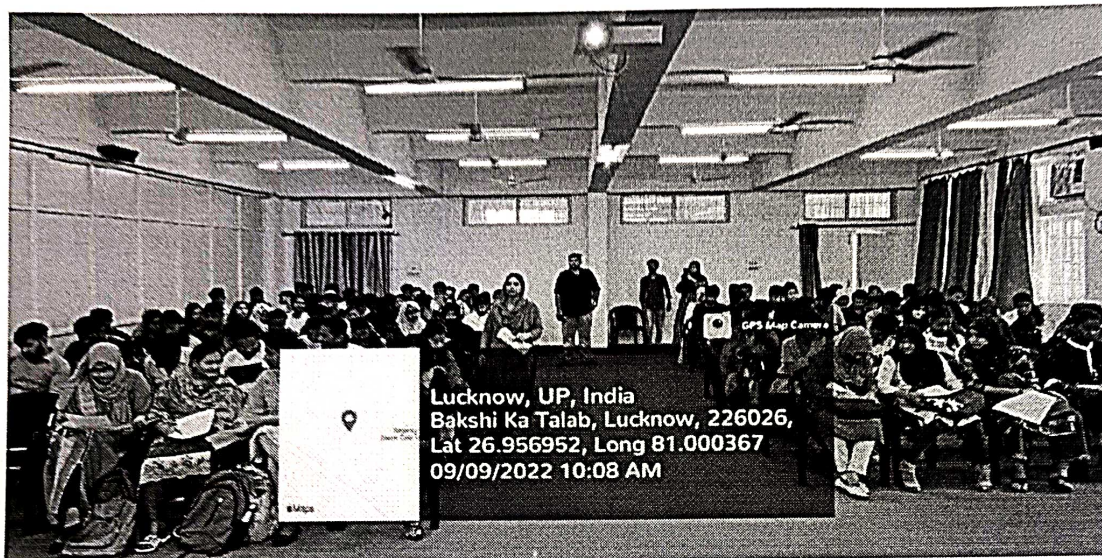
Participants were introduced to various formats of case studies, such as single-issue cases, multi-part cases, and decision-forcing cases, each serving different pedagogical purposes. The event provided a comprehensive overview of the value and application of case study pedagogy, leaving

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attendees equipped with the knowledge and tools to effectively integrate this method into their teaching practices.

The program was coordinated by Dept. NAAC Criteria 3, in charge Dr. Farhina S. Khan .

THE PHOTO GALLERY OF THE "SESSION"



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ATTENDANCE CASE STUDY PEDAGOGY

SL.NO.	NAME	COURSE
1	Mohd Imran	BBA
2	Piyush Yadav	BBA
3	payal Agrahari	B.COM
4	Neha Ansari	B.COM
5	Ujala khan	B.COM
6	Neha Ansari	B.COM
7	Ryan Mohammad Said	B.COM
8	Guria Prasad	B.COM
9	Guria prasad	B.COM
10	Laraib Ahmad Khan	B.COM
11	Manvi mittal	B.COM
12	ILMA FIROZ	B.COM
13	Sheikh Alisha	B.COM
14	Khusboo Fatima	M.COM
15	Shivangi Srivastava	B.COM
16	Shalini Verma	B.COM
17	Anshu shukla	MBA
18	Varisha Khan	B.COM
19	Hera Fatima	MBA
20	Divya Tiwari	MBA
21	Suraj kr. Bind	B.COM
22	Mohd Imran	BBA
23	Fatima irfan	B.COM
24	Khusboo Fatima	MBA
25	Areeb Ahmad	MBA
26	Aliya Saeed	B.COM
27	Shalini Verma	B.COM
28	Aman Singh	B.COM
29	Farheen	B.COM
30	Laraib Ahmad Khan	B.COM
31	Varisha Khan	B.COM
32	Payal Agrahari	B.COM
33	Manvi mittal	B.COM
34	ILMA FIROZ	B.COM
35	Anshu shukla	MBA
36	SURAJ KUMAR BIND	B.COM
37	Haroun oqueye nargaye	B.COM
38	Hera Fatima	MBA

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39	Divya Tiwari	MBA
40	Sadaf Siddiqui	MBA
41	Fariya	B.COM
42	Chowdhery Safi Waris	B.COM
43	Fariya	B.COM
44	Maroof	B.COM
45	Guria prasad	B.COM
46	Ryan Mohammad Said	B.COM
47	Shivangi Srivastava	B.COM
48	Payal Agrahari	B.COM
49	kaseya koni martin	BBA
50	Shalini Verma	B.COM
51	Khusboo Fatima	MBA
52	Anshu shukla	MBA
53	Sheikh Alisha	B.COM
54	Aman Singh	B.COM
55	Hera Fatima	MBA
56	Varisha Khan	B.COM
57	Divya Tiwari	MBA
58	SURAJ KUMAR BIND	B.COM
59	Guria Prasad	B.COM
60	Varisha Khan	B.COM
61	Sheikh Alisha	B.COM
62	Prachi Bajpai	MBA
63	Manvi mittal	B.COM
64	Shivangi Srivastava	B.COM
65	kaseya koni martin	BBA
66	Shalini Verma	B.COM
67	payal Agrahari	B.COM

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