

# The ICFAI University, Raipur

Online Workshop

## CRAFTING IMPACTFUL CASES: FDP on Case Writing



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May 26 - 30, 2025  
2.00 - 4.00 pm



Organized by  
**Faculty of  
Management Studies**

in collaboration with



**KARSHI  
INTERNATIONAL  
UNIVERSITY**

## About University

Established in 2011, The ICAI University, Raipur is a private institution recognized by the University Grants Commission (UGC) and a member of the Association of Indian Universities (AIU). Located in Kumhari, District Durg, the University offers a range of undergraduate, postgraduate, and doctoral programs across disciplines such as Management, Information Technology, Science & Technology, Commerce, Law, Arts & Humanities, and Education. The campus spans 30 acres and is equipped with modern facilities including academic blocks, libraries, laboratories, and computer centers. The university emphasizes career-oriented education, providing students with industry exposure through internships and placement opportunities.

## About Faculty of Management Studies

The Faculty of Management Studies (FMS) offers undergraduate and postgraduate programs in management, including BBA, MBA and PhD. The BBA program provides specializations in Fintech and Digital Marketing, while the MBA program offers specializations in Digital Marketing, Business Analytics, Entrepreneurship, Human Resource Management (HRM), and Finance. FMS is backed by a team of highly qualified faculty members and is committed to holistic student development through industry exposure, placements, internships, and a variety of academic and co-curricular activities that enhance learning and career readiness..



## About the Workshop

**Crafting Impactful Business Cases: A Faculty Development Workshop on Case Writing & Development** is designed to equip faculty members with the skills to write, analyze, and teach using business cases effectively. This five-day workshop covers the fundamentals of the case method, types of cases, techniques for reading and analyzing cases, and the process of writing structured, research-based cases. Participants will also learn to develop comprehensive teaching notes and explore publication opportunities. The workshop encourages hands-on learning through peer reviews and practical exercises, aiming to enhance case-based teaching and promote experiential learning in management education.

## Who Should Attend?

This workshop is ideal for faculty members, research scholars, and academic professionals from management and related disciplines like social sciences who are interested in enhancing their case writing and teaching skills. It is especially beneficial for those involved in business education and curriculum development. Whether you are a beginner exploring the case method or an experienced educator aiming to refine your case writing techniques, this workshop offers valuable insights and practical tools to integrate impactful case-based learning into your teaching.



## Schedule

Day	Focus Area	Session Details	Participant Output
Day 1	<b>Foundations of Case-Based Teaching</b>	<p>Introduction to case method: origins, purpose, pedagogy</p> <ul style="list-style-type: none"> <li>Types of cases: teaching vs. research</li> <li>What makes a good case: structure, flow, and learning value</li> <li>Key components of a case (title, setting, protagonist, dilemma)</li> <li>Step-by-step case development process overview</li> <li>Key evaluation criteria for publication and academic use</li> </ul>	Participants select a topic and formulate a basic case idea with target audience and dilemma
Day 2	<b>Case Structuring &amp; Perspective Building</b>	<ul style="list-style-type: none"> <li>Structuring a case from an identified trigger topic</li> <li>Case opening techniques: hooks, narratives, background</li> <li>Ethical and practical dilemmas in case writing</li> <li>Rewriting existing cases with new analytical perspectives</li> <li>Understanding how structure affects pedagogical depth</li> </ul>	Participants produce a structured draft of their case (1-pager) and rework narrative using framing techniques
Day 3	<b>Data Integration &amp; Framing the Dilemma</b>	<p>Sourcing and integrating data (qualitative/quantitative/visual)</p> <ul style="list-style-type: none"> <li>Setting industry, regional, and organizational context</li> <li>Creating strong, realistic dilemmas: decision points, trade-offs</li> <li>Role of environment (geopolitical, cultural, temporal) in shaping case complexity</li> </ul>	Participants complete the contextual and dilemma sections of their case draft
Day 4	<b>Teaching Note Design</b>	<p>Purpose and structure of a teaching note</p> <ul style="list-style-type: none"> <li>Defining clear learning objectives and outcomes</li> <li>Crafting discussion questions that provoke critical thinking</li> <li>Teaching strategy and flow design for classroom use</li> <li>Linking case content to curriculum goals</li> </ul>	Participants draft a teaching note with objectives, discussion questions, and facilitation guidance
Day 5	<b>Refinement, Feedback &amp; Finalization</b>	<ul style="list-style-type: none"> <li>Peer review using a structured rubric</li> <li>Tips on language, formatting, referencing, and storytelling</li> <li>Sharing case drafts and receiving feedback</li> <li>Opportunities for publication and presentation (e.g., WIUT BCC, ICC)</li> <li>Discussion on next steps: mentoring, co-authoring, submission</li> </ul>	Participants present revised drafts and finalize their case and teaching note for feedback or submission

## Registration Details

- The registration fee for faculty development program is ₹1,000 only.
- To be paid through online mode by the provided link only.
- The program shall be conducted through online mode via Zoom.

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<https://iuraipur.edu.in/conference/FDPOncaseWriting2025/>

## Important Instructions

Last date for registration and payment: **May 24, 2025.**

### Chief Guest for Inaugural



#### **Dr. Ghalia Boustani**

*Rethink Top Retail Expert,  
Ephemeral Retail Guru*

26 May,  
2025

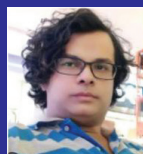
### Resource Persons



#### **Dr. Geeta Mishra**

*Associate Professor, Department  
of Continuing Education,  
University of Delhi*

26 & 27  
May, 2025



#### **Dr. Lalatendu Kesari Jena**

*PhD (IIT Kharagpur) Post Doc  
Fellow (Loyola, Spain)  
Associate Professor ( HRM)  
School of HRM, XIM  
Bhubaneswar, Odisha, India*

28 May,  
2025



#### **Dr. Prabha Kiran**

*Head, WIUT Business  
Case Center, Westminster  
International University,  
Tashkent*

29 & 30  
May, 2025

### Organising Team

#### **Chief Patrons**

**Prof. S. P. Dubey**

*Vice-Chancellor*

**Prof Ulugbek Panjiyev**

*Vice Rector, Karshi International  
University, Uzbekistan*

#### **Patrons**

**Prof. K. Kishore Kumar**

*Dean Academics*

**Prof. Manish Upadhyay**

*Registrar*

#### **Convener**

**Dr. Archi Dubey**

*Head of Department*

#### **Coordinators**

**Dr. Ambarish Ghosh**

**Dr. Pratibha Barik**

**Dr. Shilpi Gupta**

#### **Advisors**

**Dr. Jayant Isaac**

**Dr. R. Vijaya Lakshmi**

#### **Technical Committee**

**Mr. Durgesh Maurya**

**Ms. Tanishka Shukla**

## The ICFAI University, Raipur

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Dist: Durg - 490042, Chhattisgarh

For more details, please contact:

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