



Lloyd Business School

(Approved by All India Council for Technical Education (AICTE),
Ministry of HRD, Govt. of India)

FACULTY DEVELOPMENT PROGRAMME On “CASE DEVELOPMENT”

8th June–13th June, 2020

PROGRAM SCHEDULE

DAY 1 - 8/06/2020

Sr No.	TOPIC	SPEAKER
1	Welcome Address	Dr Vandana Arora Sethi, Group Director, Lloyd Group of Institution
2	Introduction of FDP	Dr.BKSom, Director, Lloyd Business School
3	The Use of Case Studies in Management Education (Concept of cases, type of cases, Case studies teaching exercise)	Dr. Anuja Pandey Associate Professor Marketing, Head AIMA India Case Research Centre (ICRC).

DAY 2 - 9/06/2020

4	Elements of a Case Study (Discussion and demonstration of a good case study)	Dr. Anuja Pandey Associate Professor Marketing, Head AIMA India Case Research Centre (ICRC).
5	Question & Answer session	

DAY 3 - 10/06/2020

6	Constructing a Case Study (Idea, need, motivation structure, flow surprise dilemma)	Dr. Anuja Pandey Associate Professor Marketing, Head AIMA India Case Research Centre (ICRC).
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7	Question & Answer session	
DAY 4 - 11/06/2020		
8	Constructing Teaching Notes (elements, structure, need, and relevance)	Dr. Anuja Pandey Associate Professor Marketing, Head AIMA India Case Research Centre (ICRC).
9	Question & Answer session	
DAY 5 - 12/06/2020		
10	Evaluating a Case Study (Presentation of Case studies by Faculty Members)	Dr. Anuja Pandey Associate Professor Marketing, Head AIMA India Case Research Centre (ICRC).
11	Question & Answer session	
DAY 6 - 13/06/2020		
12	Feedback and review. The process of publishing case studies	Dr. Anuja Pandey Associate Professor Marketing, Head AIMA India Case Research Centre (ICRC).
13.	Question & Answer session	

***Note-all the cases finally submitted can be published at AIMA-ICRC, if they meet the requirements laid by AIMA -ICRC**