

CASES AS A PEDAGOGICAL TOOL

Overview

Planning, decision making and performance management continue to be important managerial activities not just for businesses but also for other organizations such as non-profit and/or non-governmental organizations (NGOs), educational institutions, service organizations and government departments. Both private and public sector corporations, and other organizations as listed above, recognize the importance of the efficient and effective use of scarce resources and the role of adopting sound planning and decision making processes in achieving efficiency and effectiveness. Similarly performance management is an increasingly important activity to ensure that organizations are achieving their goals and objectives. Another trend is the rapid development of entrepreneurship leading to the establishment of new types of technology-based businesses.

This context requires that today's students (tomorrow's leaders) have exposure to both the relevant theoretical and applied knowledge so as to prepare them to understand and tackle the managerial challenges. Educational institutions, offering business, commerce and management programs both at the Bachelor's and Master's levels, have an important role to play in preparing tomorrow's leaders. This requires new approaches to pedagogy, with an increasing focus on the application of knowledge, to enhance student learning. In addition faculty must be actively involved in knowledge creation to develop the tools to better engage students.

One pedagogical approach to increase student engagement and learning is case-based teaching, which has been in use for several decades in leading management institutions around the world mostly at the Master's level (typically in MBA or equivalent programs). There is a need for introducing case-based teaching at the Bachelor's level as well so that students have the opportunity to develop the skill of knowledge application earlier in their careers. Although professors can use cases prepared by others around the world, many such cases may not resonate with students for a variety of reasons. Thus there is an opportunity for professors to develop their own cases based on local organizations, local situation, and local developments such as the recent introduction of Section 135 in the Companies Act (2013) which mandates corporate social responsibility (CSR).

Modules	A: Teaching with cases B: Developing cases for pedagogical use Course Duration: April 22 to 26, 2019 Number of participants for the course will be limited to thirty.
You Should Attend If...	<ul style="list-style-type: none"> ▪ you are a faculty member at an academic institution offering programs leading to B.Comm, M.Comm, BBA, MBA or PhD ▪ you are a post-graduate student (Masters, M.Phil, PhD, FPM) interested in teaching/learning and/or intending to pursue an academic career.
Fees	The participation fees for taking the course is as follows: Participants from abroad : US \$500 Industry/ Research Organizations: ₹ 30,000 Academic Institutions: ₹ 10,000 Research Scholars/Students: ₹ 1,000 The above fee include all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hour free internet facility. Participants will be provided with accommodation on payment basis. <i>Note that GST is chargeable on the above amounts.</i>

The Faculty



Suresh Kalagnanam is an Associate Professor at the Edwards School of Business, University of Saskatchewan, Saskatoon, Canada. He completed his PhD at the University of Wisconsin-Madison in the United States. He has taught management accounting and control, *using case-based pedagogy*, to students in the Bachelor of Commerce, Master of Business Administration and Master of Professional Accounting programs. He has over 30 publications including research papers, teaching cases, text books and supplements, including four award-winning teaching cases. He continues to develop new cases covering a broad spectrum of topics.



Abhilash Nair is an Associate Professor in the Finance, Accounting and Control Area of Indian Institute of Management Kozhikode. He completed his Ph.D. from the Indian Institute of Technology Bombay. He was a Fulbright Visiting Scholar at the Haas School of Business, University of California at Berkeley. Abhilash teaches courses on Corporate Finance, Valuation and Real Options and Project Finance. In 2011, he was conferred the Best Professor of Financial Management award by CMO Council™ Asia Pacific. His research interests are in asset pricing models, market micro structure and regulatory economics. He has published papers in international journals such as Applied Economics, Applied Financial Economics and International Journal of Finance and Economics and cases with Ivey Publishing. He has consulted companies such as Multi Commodity Exchange, Kerala State Electricity Board and Cochin Shipyard Ltd. He is a member of the Primary Market Advisory Committee constituted by Securities and Exchange Board of India.

Course Coordinator

Prof. Abhilash Nair

Phone: 0484-2415025

Mobile: +91-99476 53367

E-mail: abhilash@iimk.ac.in

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<http://iimk.ac.in/faculty/facultyprofile.php?pid=abhilash>