



# PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH

(An Autonomous Institution Established in 1994 & Accredited with 'A' grade by NAAC (UGC))  
(Affiliated to Devi Ahilya University & Programs are approved by AICTE and State Government)  
(M.B.A. has been Accredited by National Board of Accreditation, AICTE, New Delhi)

2, Education and Health Sector, Scheme 54, Indore 452 010, (M.P.) INDIA  
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## **Twenty Sixth National Case Writing Workshop**

**(November 28-30, 2011)**

**Dear Sir / Madam,**

Season's greetings, let the New Year may be more happy and prosperous to you and family.

Indeed it gives me immense pleasure to announce the 26<sup>th</sup> National Case Writing Workshop at our Institute during November 28-30, 2011, in collaboration with Association of Indian Management Schools (AIMS).

The workshop aims to enrich management education with business management cases for young budding managers across the globe. The focus of the Workshop is to develop cases of Indian Environment.

I am enclosing a copy of the brochure for your kind perusal and request you to nominate faculty members from your esteemed Institution.

Thanking you,

Sincerely

Dr. Yogeshwari Phatak

Director

PIMR, Indore.



**AIMS**

**26th  
NATIONAL  
CASE  
WRITING  
WORKSHOP**

**November 28-30, 2011**

**PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH**

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## **INTRODUCTION**

Case study approach facilitates active learning to academia and corporate world. It persuades students and trainers to inculcate skills and apply theoretical tools and techniques to factual management problems. It chronicles the events that managers have to deal with, changes in the competitive environment and charts the manager's responses. In management studies cases prove valuable for several reasons such as providing experience to students in dealing with organizational problems that they probably have not had the opportunity to experience firsthand. The Case approach facilitates students to learn managerial aptitude through active learning mode rather than passive learning. Thus, cases are useful in instruction that involves high-order thinking such as problem solving and interpretation. Active learning and engagement in solving problems motivate students to better apply what they learnt to similar problem situations.

In view of the curricula, acute dearth of quality cases is faced by academia and management instructors in general and Indian Enrolment in particular. Association of Indian Management Schools (AIMS) has taken commendable steps to facilitate the development of case studies in India. Prestige Institute of Management and Research in collaboration with AIMS, is organizing the **26th National Case Writing Workshop** for the benefit of the faculty of B-Schools in the country.

## **THE OBJECTIVES OF THE CASE WRITING WORKSHOP**

- To develop case writing skills of the participants.
- To encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical, conceptual and design skills of the participants.
- To provide a unique opportunity to visit an organization and to identify, analyze and solve the relevant real world problems.
- The workshop aims at developing and publishing case studies to be used in teaching and training sessions, in view of the inadequacy of suitable case literature reflecting Indian situations.
- To improve Indian academic contribution in the Management Education at Global level.

## **ARRANGEMENTS**

The workshop will be conducted at the Institute's premises (2, Education and Health Sector, Scheme 54, Indore - 452010). The Institute will make the lodging and boarding arrangements for the residential delegates.

## **FACILITATOR**

**Dr. Yogeshwari Phatak**, Director, Prestige Institute of Management and Research, Indore.

## **DELEGATE FEE**

A nominal fee of Rs. 3000/- covering the cost of reading material, lodging on twin-sharing basis and boarding for three days shall be payable per participant in case of residential participants. The fee for non-residential participant is Rs. 1000/- only. Fees once paid will not be refunded. However, a substitute delegate will be acceptable. Residential participant have to pay additional Rs. 2000 per person for lodging (twin-sharing) and boarding.

## **SPECIALITY OF THE CASE WRITING WORKSHOP**

The cases prepared during the workshop will be proposed for publication to European Case Clearing House (ECCH), in case of acceptance provides international publication credential. The institute also publishes PIMR Case Monograph, a publication series of PIMR, Indore.

## **THE WORKSHOP IS PLANNED IN FOUR PHASES**

In the first phase, the workshop facilitator will explain the key guidelines for developing a case study.

In the second phase, the participants will be grouped on the basis of their functional areas. Each group will visit an organization for identifying key areas and points for developing a case study. The group will discuss events that have occurred in the past and actions taken by the organization in their respective areas.

In the third phase the participants will draft a case as per the guidelines. The group will then present the case in front of all the participants and the facilitators. Necessary corrections will be incorporated on the basis of valuable feedback of the facilitators.

In the fourth phase the case will be finalized by way of getting suggestions and approval from the host organization for proposing to ECCH and PIMR Case Monograph Series for publication.

**Prof. Rajesh Jangalwa**

**Coordinator – Case Writing Workshop**

**(E-mail: [rajesh\\_jangalwa@pimrindore.ac.in](mailto:rajesh_jangalwa@pimrindore.ac.in) • Mobile – 08989938775)**

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## ABOUT THE INSTITUTE

Prestige Institute of Management and Research is conceived as a unique growth oriented Institute of management education and training. The Institute made a beginning in 1994 by introducing M.B.A. (Full Time and Part Time) and B.B.A. Since then the Institute has added a number of programs to cover important branches of professional education. The Institute is a recognized research center of Devi Ahilya University for Ph.D. in Management. Thus, it aims at becoming one of the best self reliant private educations and training centre in the country. The Institute works on the principle of self - financing with necessary initial financial support provided by philanthropic industrialist and chairman of the Prestige Group of Industries, Shri N. N. Jain.

The Institute is an Autonomous Institution affiliated to Devi Ahilya Vishwavidyalaya, Indore enjoying autonomous status since 2006. The MBA program of the Institute enjoys Accreditation by National Board of Accreditation AICTE, New Delhi since 2003. The Institute is accredited with "A" Grade by National Assessment and Accreditation Council, UGC. The Institute has approval of All India Council for Technical Education and the State Government; and has been awarded permanent affiliation by Devi Ahilya University. The National Board of Accreditation has accredited the M.B.A. program of the Institute and University Grants Commission has recognized the Institute under 2(f) section of the UGC Act, 1956.

## ABOUT THE INDORE

Indore was ruled by the Holkars from 1728, when the region was granted to them by Bajirao Peshwa. The Holkars contributed significantly to the development of Indore. It is now an important commercial centre of Madhya Pradesh. It boasts of well developed industrial areas like Dewas and Pithampur where major industrial houses have production facilities. Connectivity to Indore - Indore is well-connected by road, rail and air routes. There are direct train and air connections linking the city with Mumbai, Delhi, Kolkata, Jaipur, Hyderabad, Cochin, Chennai and several other cities. Indore is well connected to Bhopal with buses leaving for Indore every 30 minutes.

**Climate** - During the month of November, temperature is comfortable ranging from 14<sup>o</sup> to 30<sup>o</sup> C the nights of Malwa are termed as 'Shab-E-Malwa'. Indore enjoys a moderate rainfall.

**Places of Interest in and around Indore** – Interesting examples of Holkar architecture, such as Rajwada and Lalbagh Palace are found in Indore. There are places of religious significance like Anna Purna, Sheesh Mahal, Jain Temples, Siddhawarkut, Bijasan Mandir, Harsiddhi and many others. Mahakal at Ujjain and Omkareshwar are two of the twelve Jyotirlingas are located within the radius of 80 Kms.



**AIMS**

**PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE**

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**REGISTRATION FORM**

**(26th National Case Writing Workshop)**

**(November 28-30, 2011)**

Name : \_\_\_\_\_

Area of Specialization : \_\_\_\_\_

Institute: \_\_\_\_\_

Address for Correspondence : \_\_\_\_\_

Phone : \_\_\_\_\_ Mobile : \_\_\_\_\_ e-mail : \_\_\_\_\_

**Delegate Fee Particulars**

D.D. No. : \_\_\_\_\_ Drawn on : \_\_\_\_\_

Dated: \_\_\_\_\_ for Rs.: \_\_\_\_\_

in favour of **Prestige Institute of Management and Research** payable at Indore.

**Note: Last date for Registration : November 22, 2011**

**Prof. Rajesh Jangalwa**

**Coordinator – Case Writing Workshop**

**(e-mail : [rajesh\\_jangalwa@pimrindore.ac.in](mailto:rajesh_jangalwa@pimrindore.ac.in) • Mobile – 08989938775)**

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**BOOK-POST**  
**26th NATIONAL**  
**CASE WRITING WORKSHOP**  
**(November 28-30, 2011)**

To,

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**Coordinator – Case Writing Workshop**

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