



SAVEETHA
INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES
(Declared as Deemed to be University under Section 3 of UGC Act 1956)



SAVEETHA
SCHOOL OF MANAGEMENT

Saveetha School of Management
Saveetha Institute of Medical and Technical Sciences

One Day Faculty Development Program on
“Case Study as a Pedagogical Tool”-
Contemporary Research Approach.



Organized by

Saveetha School of Management

Date : 2nd November, 2019 | Time: 9.00 am - 3.00 pm

Venue : Seminar Hall, Saveetha School of Management.

Saveetha Institute of Medical and Technical Sciences,

Location (Scan the below QR Code)



For Registration scan this QR Code



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162, Poonamalle High Road, Velappanchavadi, Chennai, 600 077

For Details: **Dr. Mahesh. V.J.**, | **Mob: 9744429179** | **Email : vj.mahesh21@gmail.com**

Saveetha Institute of Medical and Technical Sciences

Saveetha Institute of Medical and Technical Sciences (SIMATS) is a deemed-to-be-university declared under Section 3 of the UGC Act, 1956 by the Government of India vide its Notification No. F.9-3/2002-U.3 dated 18-03-2005. SIMATS is an inspiring centre of learning, offering academic programmes up to Doctoral level in the fields of health sciences including Medicine, Dental, Physiotherapy, Nursing, and in other areas including Engineering, Law and Management Science through 11 constituent colleges listed below.

Saveetha Dental College and Hospitals

Saveetha College of Nursing

Saveetha College of Physiotherapy

Saveetha School of Engineering

Saveetha Medical College and Hospital

Saveetha School of Management

Saveetha School of Law

Saveetha College of Occupational Therapy

Saveetha College of Physical Education

Saveetha College of Pharmacy

Saveetha College of Architecture and Design

Saveetha Engineering College

Saveetha Amaravathi University

The Pupil-Saveetha Eco School

The University was accorded with Grade A accreditation status by the National Assessment and Accreditation Council of India on November 2015. While dynamically addressing the growing needs of the society, Saveetha is continually engaged in creating innovative, interdisciplinary and insightful programmes on critical domains in the areas of health sciences, engineering and technology, management, and law

Saveetha School of Management

Saveetha School of Management is an eminent B-school which was established in the year 2008 with an aim to become a global player in management education. SSM commits itself to produce Industry-specific management professionals who will be ready to plug-n-play. SSM is an inspirational place to study. It offers two year full time Masters programme in Business Administration (MBA) under trimester pattern. We offer an experience of harnessing the core skills and help students to develop their ability to define goals, inspire people and create a unique pathway for their career establishment. MBA programme is offered under dual specialization model with specializations in Marketing, Finance, Human Resource Management, Systems, Production, International Business Management, Hospital Management and Logistics and Supply Chain Management.

FDP on “Case Study as a Pedagogical Tool”

Innovation in education encourages teachers and students to explore research and use all the tools to uncover something new. It involves a different way of looking at problems and solving them. Case study methods of teaching have a vital role in innovative teaching methods. In this FDP, participants review a real-world situation (a case) that poses a thought-provoking problem or dilemma. Participants are placed in the role of decision maker and asked how they would resolve the problem. Through teamwork and whole-class discussion, collaborative learning plays a large role in uncovering different solutions, understanding the pros and cons of each, and weighing benefits.

Outcomes of this FDP

- This FDP would create awareness on case study method of teaching.
- Faculty members will be trained on how to read and understand a case from different perspective.
- Participants will be taught the nuances of case writing.

Resource Person: Ms. VIJAYA
Associate Professor, Chennai Business School



Ms. Vijaya is an alumna of the Department of Commerce, Ethiraj College and had passed out with a University Rank. She worked with ICFAI Business School, where along with teaching; she had written articles and case studies for management students worldwide. She then moved on to Wigan and Leigh, a B-school with a national presence and was in-charge of Management education there. She has a passion for case writing and using case studies as a major pedagogical tool in all her courses, ranging from Business Economics to Personal Financial Planning. Her own case studies on SAS, BMW, Nestle and AIG were major hits and have been published in a few books on Management. For the last 5 years, she has been a panelist and trainer at Cognosco, by Christ University, which is a case writing competition for Faculty members from B-schools all over the country.

Registration Fee

Faculty members of UG/PG/ colleges and B-schools shall register for this of FDP on or before 29.10.2019 as the entry seats have been limited to 50 members to ensure effective training.

For Registration scan this QR Code

Academicians

INR 500

Research Scholars

INR 400

Saveetha Group of Institutions

INR 400

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