



1ST NATIONAL CASE WRITING WORKSHOP

27TH - 31ST JANUARY, 2014

ATTENDEES INCLUDE

Beginners and experienced case writers
Faculty/ Research Scholars
Top and mid-level Managers/Trainers
Legal professionals

ORGANISED BY

Symbiosis Law School, Noida in association with Case Centre
Co-Organiser: Teaching Learning Resource Centre, SIU

Report

1st National Case Writing Workshop

Symbiosis Law School Noida

January 27-31, 2014

Resource Persons



DR. SHER SINGH BHAKAR

Dr. Sher Singh Bhakar joined Prestige Institute of Management and Research PIMG as Director in November 2003. Before joining the Institute he was associated with Prestige Institute of Management and Research, Indore, where he worked at various positions such as Lecturer, Reader and Professor. He was the coordinator of Production Management and Quantitative Techniques group at Prestige Institute of Management and Research, Indore for the entire tenure of nine years; and was continuously engaged in teaching Production and Operations Management, Purchasing and Materials Management, Operations Research, Quantitative Techniques, Research Methodology and Statistical Methods, Transportation and Materials Handling, Stores and Inventory Management, Cost Analysis and Control and Project Management to Post Graduate (MBA-FT&PT) and Undergraduate (BBA) Students.



Dr. RAGHUVIR SINGH

Dr. Raghuvir Singh has been teaching postgraduate management students for last 17 years and has worked in Industry as electrical Engineer for 13 years. He has taught and worked at senior positions in many prominent national level institutes like BITS, Pilani, University of Petroleum and Energy Studies, BIT Mesra, (Jaipur Campus), IILM, Jaipur and others.

He has authored a book titled “Advertising: Planning and Implementation” published by PHI, New Delhi, 2006 and another book on “Strategic Management “ is in print being published by Oxford University Press, New Dr. Raghuvir Singh holds Master’s Degree in Management from Jamnalal Bajaj Institute of Management Studies (JBIMS), University of Mumbai and Ph.D. from the University of Rajasthan, Jaipur.

He is a trainer par excellence. He along with his colleague has organized and conducted ten five days national level workshops on “Application of research methods in management using SPSS.” He has conducted many corporate training programmes in areas like interpersonal skill (Firo-B), understanding self & others (Johari Window), Negotiations and others.

NATIONAL CASE WRITING WORKSHOP

BY

SYMBIOSIS LAW SCHOOL, NOIDA

PROGRAM SCHEDULE

DAY 1: JANUARY 27, 2014

- 08:00 AM - 09:30 AM - Fellowship
- 09:30 AM - 10:00 Noon - Inauguration and Brief Introduction
- 10:00 PM - 12:00 PM - Session on how to collect data for a Case
- 12:00 PM - 12:45 PM - Lunch
- 12:45 PM - 6:00 PM - Visit to various Organizations

DR. S.S. BHAKAR

DAY 2 : JANUARY 28, 2014

- 09:00 AM - 11:00 AM - Case Writing I
- 11:00 AM - 11:15 AM - Tea
- 11:15 AM - 01:00 PM - Case Writing II
- 01:00 PM - 02:00 PM - Lunch
- 02:00 PM - 04:00 PM - Case Writing III

DR. S.S. BHAKAR

DAY 3 : JANUARY 29, 2014

09:00 AM - 11:00 AM - Syndicate and testing of Cases

11:00 AM - 11:15 AM - Tea

11:15 AM - 01:00 PM - Final Draft

01:00 PM - 02:00 PM - Lunch

02:00 PM - 04:00 PM - Final Draft

04:00 P.M. - Vote of Thanks

DR. S.S. BHAKAR

DAY 4 : JANUARY 30, 2014

09:30 AM - 11:00 AM - Why case methodology is important
- Picking the right case
- Preparing students for case class

11:00 AM - 11:15 AM - Tea

11:15 AM - 01:00 PM - Class room discussion, Preparing self for the case,
Preparing teaching notes

01:00 PM - 02:00 PM - Lunch

02:00 PM - 04:00 PM - Identifying questions
- Demonstration : How to handle a case class: Cenabal Case

DR. RAGHUVeer SINGH

DAY 5 : JANUARY 31, 2014

- 09:00 AM - 11:00 AM - Preparing to teach a case: the key steps
- Black board plan & The facilitations skill
- 11:00 AM - 11:15AM - Tea
- 11:15 AM - 01:00 PM - Case Teaching by participants: South West Airlines Case
- 01:00PM - 02:00 PM - Lunch
- 2:00PM- 4:00PM - Case Teaching by participants: South West Airlines Case
- 04:00 P.M. - **Distribution of Certificates & Vote of Thanks**

DR. RAGHUVEER SINGH

NOTES:

Symbiosis Law School, Noida

&

Teaching & Learning Resource Centre, SIU Pune

In association with

Case Centre, UK

Presents

1st Case Writing Workshop

(January 27-31, 2014)

About the College

Symbiosis Law School, NOIDA in just fourth year of its inception has carved a niche for itself in the academic circuits. It has become a celebrated name amongst the aspirants of professional legal education. It holistically promotes academic excellence, intellectual discipline and professional leadership. Being a constituent of Symbiosis International University, it envisions the reputation of Symbiosis in and around Delhi, the constitutional capital of India. SLS-NOIDA is strategically located in the industrial hub of NCR thereby opening up a plethora of opportunities for the budding lawyers.

SLS-NOIDA strives towards supplementing reforms in the field of law; to groom students to become the unified face of our legal fraternity, to produce knowledge disseminators and to produce individuals who are the torchbearers of the legal system of the country. Our effort is aimed at producing an intellect that believes in reforming rather than punishing and has the potential of hoisting the flag of truth and justice in an unflinching manner.

Symbiosis International University was conferred with 'Deemed to be University' status by the Ministry of Human Resource Development on 6th May, 2002. This has resulted in new faculties and institutes becoming a part of the University's program. Taking note of the dynamic nature of the educational industry, the University has invested in the Teaching Learning Resource Centre (TLRC). The TLRC aims to facilitate the growth of the teaching and non-teaching faculty at the University while providing student support services.

The Case Centre, UK is an independent, not-for-profit organisation dedicated to promoting the case method and sharing world-leading knowledge and expertise in case teaching, writing and learning. It is important to note that Symbiosis Law School, Noida is a member of Case Centre, UK.

Case Writing- Definition & Role

The technique of case writing was first undertaken by Harvard Law School, which eventually ended up evolving a successful attempt to bring this concept into the field of law. Symbiosis Law School, Noida has taken an initiative to make this concept grow and spread far and wide.

Case writing is a process that begins with the decision to use a case and ends with the use of the case in class. Usually cases describe particular situations in which people are engaged in complex issues and are forced to take actions on a dilemma. Cases are often used in problem-based learning, in which students are placed in a problem situation and are encouraged to take the role of problem solvers. In this instance, cases are action provoking - designed to present a problem that places students to be in the shoes of a relevant decision-maker in that particular situation for analysis and action recommendations.

Occasionally, cases are designed to provide references to different aspects related to the problem confronted. Often this type of case does not only describe a problem situation, but also includes the chosen solution and the outcome of the solution. Students review these types of cases and reason about

how and why a solution succeeds or fails. Through this reasoning process, students obtain a deeper understanding of all the relevant factors in a particular problem situation.

Cases put students in an active learning mode. In other words, cases invite students to do specific tasks and to think about the things they are doing. In essence, cases present students with opportunities to analyze and solve relevant real-world practical problems.

Cases challenge students to test what they learn through practice instead of merely testing their memory. Thus, cases are useful in instruction that involves high-order thinking such as problem solving and interpretation. Moreover, cases promote transfer.

Active learning and engagement in solving problems causes students to better apply what they learn to similar problem situations in the real world.

Activities in the Writing Process

Writing cases is a challenging task, but the learning outcomes that stem from their use can be rewarding. Case writing involves complex and reflective endeavors as well as the opportunity for creative expression. A case writer has to analyze, evaluate, interpret and synthesize information and ideas. In fact, writing cases can enrich one's teaching and research. The writing process comprises four major activities: planning, organizing, drafting, and revising.

BODY OF REPORT

Two Tutors belonging from renowned organizations and educational Institutions undertook the Workshop.

The first resource person was Dr. Sher Singh Bhakar, who is currently the Director of Prestige Institute of Management, Gwalior. Dr. Bhakar, holds a PhD, has completed his MBA and BE and in addition to all this, has also undergone six months training about missile technology by British Aerospace in the United Kingdom. Other than supervising scholars who have pursued their respective PhDs under his guidance, his research work is inclusive of over 150 research papers, book reviews, case studies in esteemed journals and books. He has published, as the sole author or the first editor on the editorial team, close to 12 books, which have all been published by highly acknowledged publishing houses.

As the Director of PIMG, Dr. Bhakar has successfully arranged four international conferences, four national conferences (as conference chairman), over eleven case writing workshops (as main resource person) and five national research methodology workshops (as main resource person). Other than organizing these events in his own college, he has been the main resource person in many other research methodology and case writing workshops held at different esteemed institutes across the country.



Dr. S S Bhakar was the resource person at our workshop for the first three days. On day one, after all the participants had arrived from different institutions across the country, they were divided into 5 groups, consisting of 6-7 people each. After a brief introduction to what exactly case writing was, what about it was important and main pointers about what the participants were going to learn through this workshop, it was time for a field trip.

Each team was assigned a place, some organization or institute where they were to use the techniques told to them by Dr. Bhakar and try to gather enough information about their assigned institutes/organizations so as to be able to collectively form a case based on them. The different organizations that were visited by our groups were Adidas, Delhi High Court, DLF Enterprises, Xerox. Day one was concluded when all teams reached back to the college.

On Day two, all participants were expected to come with an opening paragraph related to their respective case ready which was read out in the workshop for all to hear and understand. Dr. Bhakar had explained how to construct an opening paragraph the day before and all teams had managed to do it according to his guidelines. He did explain what was missing in some and what was irrelevant information in others but all criticism was taken positively and all teams worked collectively over what had been pointed out to them.



Day three went by fast, as being his last day, Dr Bhakar wanted to ensure that all the teams had a case ready to be published before he was left the workshop with his best wishes to all. All teams worked individually, in different parts of the college for over 2-3 hours and came back, each with a complete case, ready for use. Bidding goodbye, everyone thanked Dr Bhakar for all the valuable knowledge he had imparted during these three days and made sure that they had acknowledged how much his presence and guidance had meant.

On Day 4, it was time for the new resource person to teach the participants how to effectively administer a case, now that they knew how to write one. Dr. Raghuvir Singh who is currently the director of JK Business School, Gurgaon, has held various senior positions at many recognized institutes across the country. He is a trainer par excellence in soft skills and his major areas of interest include motivation, interpersonal relationships, interpersonal communication, leadership, personal effectiveness etc.



He has co-authored two books along with having presented and publishing many papers at a national level and chairing many technical sessions in national and international conferences. Dr. Singh has also been a prominent guest lecturer at many events organized by the UGC and had been holding research methodology workshops for faculty persons for over seven years. He has rich experience in areas relating to understanding and managing the standards of higher studies in India and has in this field, been very active for a long time now.



Such high caliber coupled with a genuine enthusiasm for teaching was what made the participants understand the kind of command this man had over what he was teaching them. Understanding the small things that the participants had never given much thought to like how to use the entire blackboard to effectively put down your case to everyone's understanding and how to use your personality to be able to bring out various points in the case seemed to make things much easier than before. Day 4 concluded with these little techniques after Dr. Singh had introduced himself to everyone and had been introduced to everyone. Dr. Singh had asked all participants to read a case and prepare its administration for the next day.

So day five began with everyone coming one by one to administer their cases, to bring out their own little pointers to putting out cases, on which Dr. Singh gave helpful and constructive criticism. After this session, the last session was the teaching of another case, that was to be taught by Dr. Singh himself, to all the participants. The participants once again were able to observe, question, understand and pick up various points that they felt would be extremely helpful to them in the direction of cases to their respective students. Day five, the last day of the workshop, ended with the certificate distribution ceremony.

Professor Deepa Panwar, who was the brains behind the inception of this workshop worked tirelessly to ensure everything was in perfect place and all her hard work definitely paid off.



All Faculty members of Symbiosis Law School, Noida put in their best to ensure that all other participants were comfortable and felt at home during the entirety of the workshop.

Every day without fail, the hospitality team that consisted of two 1st year learners, Ms. Anamika Jha and Ms. Ankita Das was instrumental in ensuring that there was enough to eat and drink at the right time during the breaks between the sessions. Other

members of the organizing committee, such as Prachi Nirwan, Divya Aswani, Devyash Tripathi, Vishal

Gourav, Apoorva Vijh, Akshiptika Verma and Nimisha Nat Narayan were also were instrumental in the flawless working of the entire management.

Conclusion

The Workshop was conducted successfully under the guidance of the Respected Tutors- Dr. SS Bhakar, Mr. Raghuvir Singh and Dr. C.J. Rawandale, Director, Symbiosis Law School, NOIDA along with the help of Prof. Deepa A. Panwar, Assistant Professor, Symbiosis Law School, Noida who played a key role in organizing the workshop. The Award Ceremony held at the Conference Room, Ground Floor, where the certificates of successful participation was distributed while the all the participants had experienced and learnt over the last five days was shared and suggestions were also chalked out to improve the workshop on the whole which were positively jot down to keep in mind for the next time. The participants were contented and satisfied with the dimension of learning and study they added to their careers for those 5 days at Symbiosis Law School, Noida and thanked the organizing committee, all the faculty members of our college and Director Sir, for taking such wonderful initiative for the first time and managing it so well.

