

Faculty Development Programme

on

Online Paper and Case Writing

**February 20th – 24th 2021 | Platform – Online Live Classes
though Video Conferencing**



Organized

by



**Vinod Gupta School of Management
Indian Institute of Technology Kharagpur
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INDIA**

INTRODUCTION

In modern days, the inclination towards paper writing is a necessity to excel in an academic career. However, often it has been noted that many of us face difficulty in problem formulation, properly identifying research gaps, positioning the papers. Through this workshop, we will help young researchers understand the nitty-gritty of paper writing and handhold to write a complete paper from a draft.

In recent day's business studies, case teaching is a prerogative. Many of our fellow academicians face a problem of interpreting the cases in the class interestingly and involving the entire class in it. We are here to help you with learning case teaching.

Sometimes, we face a problem in identifying appropriate cases in Indian contexts to explain a particular concept. Isn't it interesting to develop your own cases that can supplement that gap? The industry executives also handle several live problems in their own companies and often feel to develop a full business case on that phenomenon. However, they restrict themselves only in use cases. If they develop full cases out of it, the budding executives can understand how to handle similar situations. This course aims to help you assimilate business data, formulating the problem, and weaving a business story around it.

OBJECTIVES OF THIS COURSE

This course will help the participants to

- Analyzing business cases
- Develop business cases
- Writing various types of papers in the domain of business management

COURSE CONTENTS

- Read and interpreting a case: Analysis of Harvard Business School, Ivey Publishing cases
- Developing library cases
- Developing live cases
- Writing a literature review paper
- Writing a meta-analysis paper
- Writing qualitative papers
- Writing empirical papers based on quantitative data
- Writing papers based on econometric analysis
- Writing papers based on experimentation studies

COURSE SCHEDULE

20th and 21st February, 2021: 10.30 A.M -4.30 P.M

22nd -24th February, 2021 : 6 P.M TO 9 P.M

PEDAGOGY

The methods consist of lecture sessions and hands-on workshops.

Academicians with proven knowledge, Industrial experience, and demonstrable and related areas will deliver lectures and conduct workshops for case and paper development.

TARGET PARTICIPANTS

The following members can participate in the program:

- Managers who are enthusiasts to develop business cases or writing academic papers
- Faculty Members of any B-school
- Post-graduate students or research scholars pursuing PH.D.

APPLICATION AND FEE

The Interested participants are requested to apply to one of the coordinators by filling in the Registration Form provided with the brochure. The total number of seats is restricted to 50. The participants will be selected on "first-cum-first-served" basis out of the eligible candidates.

The fee for the five-day programme is as follows:

- For Industry/Faculty participants – INR 10,000 + 18% GST = INR 11800
- For Students/Research Scholars – INR 7,000 + 18% GST = INR 8260

The course fee includes course materials only.

The course fee can be paid in the following ways:

- Candidates should apply online : <https://erp.iitkgp.ac.in/CEP/courses.htm>
- Please find the course in the page and apply. Candidates should pay their course fees online through **online payment gateway**.
- **For difficulty in paying online fees, please contact the Dr. Swagato Chatterjee whose contact details are given below.**

Important Dates

Last date of application and online registration– 15th February, 2020

COURSE COORDINATORS AND ADDRESS FOR COMMUNICATION

Course Coordinator

Dr. Srabanti Mukherjee
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Course co-coordinator

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