

## **Workshop on Case Method at ICFAI University Dehradun**

A three day workshop on Case Method for Management (IBS Dehradun) and Law faculty of ICFAI University, Dehradun, was conducted by Prof. G.V Muralidhar and Prof. D. Satish from Case Research Center, IBS Hyderabad, at the University campus.

Prof. Muralidhara explained how the case study method is a student centric approach to learning and discussed important issues of case based learning. Prof. Satish provided tips on preparing an effective analysis of a case.

Multiple case discussion sessions, facilitated by the participants, were held. Each participant was assigned a case to study thoroughly and was selected, on a random basis, to facilitate a case discussion on it. All the other faculty members were also required to study the cases that were facilitated by their colleagues for ensuring an active participation in the case discussion.

Many current and award winning cases were discussed in the workshop. Prof. Gagan Gulati (Faculty of Law; for the Advertising case 'Ogilvy and Mather's controversial Kurl-On Ad') and Prof. Sanjeev Malaviya (IBS Dehradun; for the award winning case on Business Strategy, 'Tesco-Losing ground in U.K') were adjudged the best Case Facilitators. Prof. V. N Saxena won the award for best participant.

Mr. Vivek Phadke, Vice President, ICFAI Group, applauded the faculty members for their active involvement. Prof. P.K Dash, Registrar, IUD, thanked the conveners for the successful organization of the workshop.















