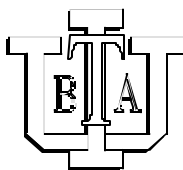


**Day Long Workshop on
CASE DEVELOPMENT AND TEACHING**

(Saturday 08 November 2003)

ANNOUNCEMENT FOR PARTICIPATION

**CENTRE FOR MANAGEMENT
DEVELOPMENT (CMD)**



**IUBAT—INTERNATIONAL UNIVERSITY OF BUSINESS
AGRICULTURE AND TECHNOLOGY**

Dhanmandi Campus: 135 Road 9/A (Old 19), Dhanmondi R/A
Dhaka 1209
Tel: 912 9578, 9124201, 9124226,
8116074, 8116064
Mob: 018 283 514, 018 244 276
Fax: 811 0494

Uttara Campus: 4 Embankment Drive Road, Sector 10,
Uttara Model Town
P O Box 11051, Uttara Post Office
Dhaka 1230
Tel: 891 8412, Mob: 018 228195

E-mail: info@iubat.edu, admissions@iubat.edu
Web: <http://www.iubat.edu>

**Workshop on
CASE DEVELOPMENT AND TEACHING**

INTRODUCTION

Case method of learning has been found to be effective in teaching and training situations since this calls for discussion of real life situations faced by decision makers in organizations. Cases permit building knowledge across various management subjects by dealing selectively and intensively with problems in each field.

Case helps participants sharpen their analytical skills, since they must produce quantitative and qualitative evidence to support recommendations and decisions. In case discussions, participants are challenged by instructors and fellow participants to defend their arguments and analyses; the effect on the participants is a sharpening of problem-solving and a heightened ability to think and reason rigorously. Cases could be effective instruments of learning for decision making of all functional managers, academics, researchers, and executives.

Case teaching and learning calls for preparation of good cases reflecting real life situations in local environment. Presently, very few cases of indigenous origin are available for teaching students and training executives. To meet this vacuum and to promote case teaching, the Center for Management Development (CMD) of IUBAT has organized this Workshop on Case Development and Teaching.

This workshop is a continuing effort of the Centre for Management Development (CMD) to develop better understanding of learning through using the case method.

This program is a continuation of past efforts, but this time it is being organized with the active support and participation of IUBAT overseas educational partners.

OBJECTIVE

The primary objective of the workshop is to sensitize the participants in the usage of case based teaching and to develop the basic skills of developing pedagogical cases.

The focus of the workshop would be developing new cases. The workshop would equip the participants with the necessary framework to start developing a teaching case and an approach to teaching cases.

CONTENTS

The workshop has been specifically designed to provide an overview of key issues in case based teaching and to prepare practitioners with the appropriate skills and knowledge to contribute more effectively in their class room delivery. It is with this objective in mind that the program has been developed to include the following topics:

- ✍ Teaching with cases
- ✍ Cases and exercises – divergent versus convergent thinking
- ✍ Developing leads/hunting for new cases
- ✍ Synthetic versus researched case
- ✍ Keeping the case dynamic
- ✍ Getting into the organization
- ✍ Phases in case development:
 - Data collection
 - Drafting the case
 - Pilot use
- ✍ The teaching note and other teaching sources
- ✍ Getting the case out:
 - Release
 - Classroom use of the case

TARGET BENEFICIARIES

Academics, researchers, trainers, executives and managers responsible for and associated with teaching, training, research, and consultancy in universities, financial institutions, international agencies, NGOs, multinational organizations, research cells, academic and training institutions and other organizations. Individuals having Masters' or equivalent degree may also apply for enhancing career prospects.

The number of workshop participants is limited to thirty.

METHODOLOGY

The workshop will provide a cooperative and informal atmosphere to maximize interaction with the principal resource person and participants. As participants are likely to have had some experience or familiarity of teaching, research, training, or consultancy using cases, the program will emphasize active participation and interaction among the participants to maximize the benefit to each individual from the strength of others.

Certificates will be issued to all successful participants on completion of the program.

SCHEDULE AND VENUE

This will be a day long workshop. Session will begin at 8:30 am and continue till 5:00 pm with breaks for prayer, tea, refreshments, lunch, and iftar. The program will be held in the air-conditioned and fully equipped Seminar Room of IUBAT, 135, Road- 9A, (Old 19) Dhanmondi Residential Area, Dhaka-1209.

The schedule of the program is Saturday 08 November 2003.

RESOURCE PERSONS

Dr A G Balasubramanian, Reader, Dept of Management Studies, Goa University, India and Visiting Professor to IUBAT is the Principal Resource Person for conducting the workshop. Dr Bala is a Visiting Professor at the Indian Institute of Management, Indore. He has extensive experience using cases and is himself an author of several cases. He has one of his cases registered in the European Case Clearing House as well. Presently, he is developing two cases – one with the Bharat Petroleum Corporation Limited and one of an employee of Microsoft.

The workshop is being offered under the overall direction of Prof Dr M Alimullah Miyan, Vice Chancellor, IUBAT and is being coordinated by Mr Mitul Mahmud Khan, the Business Programs Coordinator.

FACILITIES AND FEES

The workshop fee is Tk. 1,000/- (Taka one thousand) only per participant. This fee includes cost of instructions, workshop materials, refreshments, certifications, etc. However, IUBAT offers few scholarships to persons with genuine interest in teaching and training, but facing financial constraint.

REGISTRATION

Registration for the workshop can be made by filling in the attached form or its photocopy along with requisite fees through cash/bank draft/check in favor of IUBAT. This may be sent to, Center for Management Development (CMD), IUBAT—International University of Business Agriculture and Technology. 135 Road 9A (Old 19), Dhanmondi R/A, Dhaka 1209.

Last day for registration: **Wednesday 06 November 2003**. However, the registration will be entertained on first come first served basis.

Further information may be obtained by contacting **Mr. Mitul Mahmud Khan**, Co-ordinator, CMD through telephone, fax or e-mail.

CENTRE FOR MANAGEMENT DEVELOPMENT (CMD), IUBAT

IUBAT- International University of Business Agriculture and Technology was established in 1991, with the mission of human resource development. Now it is meeting the growing demand for uninterrupted quality education and highly skilled experts in various professional and technical fields. IUBAT is approved by the Government under the Non-Government University Act of 1992 and its curricula have been approved by the University Grants Commission, Bangladesh Public Service Commission, national and international agencies at home and abroad.

IUBAT now offers the following professional degrees for career development;

- ? MBA : Master of Business Administration
- ? BBA : Bachelor of Business Administration
- ? BCSE : Bachelor of Computer Science and Engineering
- ? BSCE : Bachelor of Science in Civil Engineering
- ? BSME : Bachelor of Science in Mechanical Engineering
- ? BSEE : Bachelor of Science in Electrical Engineering
- ? BSAg : Bachelor of Science in Agriculture
- ? BATHM : Bachelor of Arts in Tourism and Hospitality Management
- ? Diploma and Certificate courses in English, Computer Science and Engineering, Accounting, etc.

As a professional institution, providing training, consultancy and applied research services is part of the mandate of IUBAT.

Centre for Management Development (CMD) of IUBAT as a specialized centre, organizes managerial and professional manpower development programs along with applied research and consultancy activities. CMD emphasize that management is critical in achieving goals of any organization. From this perspective, CMD is committed to management development of the business and other organizations of Bangladesh. The activity domain includes career-oriented educational programs, executive development courses at senior, mid and supervisory levels, functional courses, activity related and methodology courses as well as dissemination of management knowledge, so that these can contribute to the industrial, social, economic, and academic development of the country.

CMD regularly carries out training courses in the areas of marketing, managerial skills development, accounting, small business management, leadership development, shipping, human resources management and the like areas. Since the founding of IUBAT in 1991, it has become a valuable source of intellectual activity in our country.

Centre for Management Development (CMD)

IUBAT—International University of Business Agriculture and Technology

Day Long Workshop on CASE DEVELOPMENT AND TEACHING (Saturday 08 November 2003) APPLICATION FORM FOR REGISTRATION

1. Name of the Applicant:.....
2. Address:
.....
.....
.....
Phone: Off. Res.
Fax: E-mail:
3. Education (last degree only)
4. Are you in any job at present? Yes No
If yes, please give the following particulars:
a) Organization
.....
.....
.....
b) Position
.....
5. Are you self sponsored ? Yes No
6. Are you nominated by any organization: ? Yes No
If you are nominated please give the name of the nominating officer and organization:
.....
.....
7. Enclosure: Check/Draft No. Dated.....for
Tk. In favor of IUBAT. If seeking fee waiver, please provide a separate statement on the need for participation and basis.

Signature of Nominating Officer,
where appropriate

Signature of
Participant

The completed registration form should reach the following address no later than 06 November 2003 with the requisite workshop fee. Photocopy of Registration Form is also acceptable.
Center for Management Development (CMD), IUBAT, House 135 Road 9/A (Old 19), Dhanmondi R/A Dhaka 1209
Fax: 811 0494 E-mail: info@iubat.edu, admissions@iubat.edu

