

Motilal Nehru National Institute of Technology Allahabad (MNNIT) is an Institute with total commitment to quality and excellence in academic pursuits. With the enactment of National Institutes of Technology Act-2007, the Institute has been granted the status of Institution of National Importance. The Institute now offers nine B.Tech., nineteen M.Tech. Degree Programmes (including part-time), MCA, MBA, M.Sc. (Mathematics and Scientific Computing) and Master of Social work (M.S.W.) programmes and also registers candidates for the Ph.D. degree. The Institute has been recognized by the Government of India as one of the centers for the Quality Improvement Programme for M.Tech. and Ph.D. The Institute has been selected as a Lead Institution under World Bank funded Government of India Project on Technical Education Quality Improvement Programme (TEQIP) and is currently part of TEQIP-III. Two state level institutions are networked with MNNIT under the project.

School of Management Studies (SMS) has created a coveted niche for itself in Management Education of the country. Established in 1996, SMS offers one full time PG degree programme, viz. Master of Business Administration (MBA). Intake of the student in MBA is of 62 students. Students get the advantage of dual specialization, out of – Systems Management, Marketing Management, Financial Management, Human Resource Management, International Business and Operations Management. SMS also offers Ph.D. programmes on stipendiary and non-stipendiary basis for full time. The faculty is highly qualified with international exposure and motivated to inculcate quest for perfection among the students. Short term Training/Management Development Programmes for industry and faculty are regularly organized with MHRD and AICTE collaboration. School of Management Studies has emerged as one of the niche institutions in the University system.

Prayagraj: "PRAYAG" is well known throughout the country for its contribution in nation building. Its a holy and religious place and the meeting point of three most pious rivers namely Ganga, Yamuna and Saraswati. The city has always been associated with well known personalities of the country which has aggrandized the glory of the city. It has many governmental institutions which includes MNNIT, High Court of UP, Allahabad University & tourist places like Sangam, Anand Bhawan, Narayan Ashram etc.

How To Reach MNNIT Allahabad: Prayagraj city is situated in the north part of India in the Oudh region of state of Uttar Pradesh. It is well connected with flights, rail and road transport to other parts of India. Daily trains, buses and flights are available from major cities in India. Prayagraj domestic airport named Babrauli airport, is 15 km away from the heart of the city and is connected to metros like Delhi, Kolkata and Lucknow. Very good road services are available in Prayagraj. UPSRTC buses give service to most of the cities in Uttar Pradesh. Prayagraj has a major railway station in the heart of the city and is well connected to all the important cities in India.

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SHORT TERM TRAINING PROGRAM ON CASE STUDY METHODS: LEARNING, TEACHING & WRITING

December 17-21, 2018



Organized by:

**SCHOOL OF MANAGEMENT STUDIES
MOTILAL NEHRU NATIONAL INSTITUTE OF TECHNOLOGY ALLAHABAD
PRAYAGRAJ - 211004**

**Short Term Training Programme On
Case Study Methods: Learning, Teaching and Writing**
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Motilal Nehru National Institute of Technology Allahabad

REGISTRATION FORM

Introduction: The case study method is a universally preferred pedagogical tool in business management courses due to its immediacy to real business situations. Case studies may effectively bring out an insider view of industry, real life challenges and counter strategies designed by managers. The dynamism of the business environment and challenges of managerial decisions make it exigent to write research based and teaching cases.

The short term training program is designed to impart necessary knowledge and skills desired for developing expertise in dealing with cases in the ever dynamic field of business. The program intends to sensitize the participants to become active learners through analysis of situations, problems, decisions and post decisions. The program will benefit a diverse group of participants including academicians, research scholars, and corporate trainers.

Topics: Adopting the Case Study Method for research and teaching, Types of case study design, Epistemological issues, Case selection criteria and screening procedure, Case study protocol, Case study selection in contemporary issues in the areas of Marketing Management, Financial Management, Human Resource Management, Operations Management, Strategic Management and Entrepreneurship.

Deliverables:

1. Detailed analyses of cases from different functional areas of management
2. Enhanced case writing and editing skills for publication purposes
3. Improved case teaching skills for making classroom teaching relevant and impactful
4. Appreciation of how to choose appropriate case topics or themes on which to develop cases.
5. Participants can take work-in-progress case studies and give them final shape

Experts: Eminent experts in the area will be invited from premier institutions

Who Can Participate: Faculty Members, Research Scholars, Industry Professionals, Post Graduate Students

Accommodation: Assistance may be provided on request for booking of accommodation at Executive Development Centre MNNIT on payment basis.

Registration Fee: The following non-residential fee per participant may be collected by cash of by Demand Draft / Cheque in favour of SMS-STTPCM2, payable at Vijaya Bank, MNNIT Allahabad (IFSC Code VIJB0007184; Beneficiary Account Number 718400301000337)

- a. Industry Professional – 5000/-
- b. Faculty – 3500/-
- c. Research Scholars – 2500/-
- d. Students – 1500/-

Institutional Academician Research Scholars Students

Name

Designation

Organization

Address for Communication

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Phone (O) (R) Mobile

E-mail

Payment Mode Demand Draft Cheque Cash

Drawn in favour of Vijaya Bank, payable at Allahabad, in the name of SMS-STTPCM2,

DD No/Cheque No Date Amount Bank

For NEFT Transfers: IFSC Code VIJB0007184; Branch Code: 007184, Vijaya Bank MNNIT Branch Allahabad; Account No; 718400301000337

Accommodation Assistance required: Yes / No

If yes, from To

Date: Signature

(Signature of the Forwarding Authority)

(Photocopies of the Registration Form may be used)