



Level-1 | Theme  
Quality Education | Industrial Innovation  
and Sustainable Community

Report  
**ONE-WEEK**  
**FACULTY DEVELOPMENT PROGRAM**  
**ON**  
**CASE TEACHING AND CASE WRITING**

6th – 10th January, 2025

**Organised by**  
Faculty of Economics & Integrated Programme in Management (IPM)  
Chitkara Business School, Chitkara University, Punjab





*Report*

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**Message from the Chancellor,  
Chitkara University**

It gives me immense pride to extend my heartfelt congratulations to the Chitkara Business School for successfully organising a One-Week Faculty Development Program (FDP) on "Case Teaching and Case Writing". This initiative, focused on quality education, industrial innovation and sustainable community illustrates our strong commitment to academic excellence, professional development and inculcating a culture of innovative teaching and learning.

The insights and skills gained through this FDP will not only enrich classroom teaching but also lead to the betterment of our faculty and institution, setting a benchmark for future initiatives. Programs like this ensure intellectual growth that are pivotal in shaping the academic and professional journey.

I am confident that this project will serve as an inspiration for others to follow. Let us continue to work together and ensure Chitkara University remains at the forefront of innovation and academic leadership.

Best wishes for your future endeavours!

**Warm regards**

***Dr. Ashok K Chitkara***

**Chancellor, Chitkara University**



**Message from the Pro Chancellor,  
Chitkara University**

I extend my heartfelt congratulations to the remarkable initiative of Chitkara Business School on the successful conduct of the faculty development program (FDP) on “Case Teaching and Case Writing” for faculty development and lifelong learning. I am sure the engaging sessions and knowledge shared by the resource persons during the program will enhance the academic and teaching abilities of our faculty. It is because of such initiatives our leadership vision aligns with dynamics of the modern world. Such programs ensure continuous nurturing of professional growth and intellectual enrichment. I appreciate the efforts of the entire team for contributing to the creation of empowered educators and bless all to continue embracing the opportunities for growth and innovation

I am immensely proud of your achievements and look forward to witnessing the continued positive impact of your endeavours.

Congratulations once again!

**Warm regards**  
**Dr. Madhu Chitkara**  
**Pro Chancellor, Chitkara University**



**Message from the Vice Chancellor,  
Chitkara University, Punjab**

In today's dynamic world, the need for the faculty development programs such as the one organised by Chitkara Business School reflects University's continuous vision towards excellence. The art of case teaching and case writing bridges the gap between theoretical knowledge and practical application that is required for the faculty's' overall development and ensure an effective classroom teaching.

By fostering collaboration between academia, industry, and communities, we can develop innovative solutions that promote sustainable development and social well-being. The successful completion of this program by our dedicated faculty at Chitkara University is a testament to the power of collective effort and shared vision.

I congratulate everyone for successfully conducting the FDP and ensure that all the takeaways will strengthen the teaching methodologies, meeting the goals of quality education, innovation, and sustenance.

Let us continue to champion these collaborative efforts for a better, more sustainable future.

**Warm regards**

***Prof. Sandhir Sharma***

**Vice Chancellor, Chitkara University**



**Message from the Dean, Faculty of Economics,  
Chitkara University, Punjab**

I am honoured to extend my heartiest congratulations to the esteemed faculty of Chitkara Business School on the successful completion of the Faculty Development Program, Level-1 revolving around the theme of 'Quality Education, Industrial Innovation and Sustainable Community'. This FDP, which focuses on "Case Teaching and Case Writing" exemplifies our commitment to academic excellence and our continuous efforts to enhance innovative teaching methodologies.

Incorporating case teaching and writing into teaching pedagogy bridges the gap between conceptual knowledge and its practical implications. This FDP has offered valuable insights to our faculty members, ensuring enriching and engaging classroom learning for our students.

I extend my sincere appreciation to all the organisers, resource persons and the participants for active involvement in making this FDP-Level 1 successful. Let us continue to work together contributing to the path of academic and professional growth of our faculty and institution.

Warmest congratulations once again!

***Prof. Dhiresh Kulshrestha***  
**Convenor**  
**Dean, Faculty of Economics**  
**Chitkara Business School, Chitkara University**





**Message from the Dean, Integrated Programme in Management,  
Chitkara University, Punjab**

I am delighted to extend my heartfelt congratulations to the Business School of Chitkara University, Punjab, for organising fruitful and positive one week FDP on “Case Teaching and Case Writing”. This program is a commendable initiative reflecting the university’s dedication to academic innovation and professional growth of the faculty members.

This FDP promote case-based teaching and the techniques learned would bridge theoretical concepts with real-world applications, encouraging critical and analytical thinking among the students. Such FDPs provide valuable insights for creating impacting case studies, aligning perfectly with the goals of Chitkara B-School.

***Prof. Gautam Bansal***  
**Convenor**  
**Dean, Integrated Programme in Management**  
**Chitkara Business School, Chitkara University**



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## **Chitkara University**

Chitkara University is a private university established in 2002. Chitkara University is ranked 64th in the Management Category by NIRF 2023. Chitkara University is a globally recognized organization that encourages academic excellence through interdisciplinary applied research and expands realms of knowledge through innovation. With its philosophical core commitment towards excellence in education, Chitkara Educational Trust established Chitkara Institute of Engineering & Technology in 2002; Chitkara International School, Chandigarh in 2004; Chitkara University, Himachal Pradesh under Himachal Pradesh State Legislature in 2008; and Chitkara University, Punjab in 2010; which was established under the Punjab State Legislature.

Today, Chitkara has 12 schools in Engineering, Management, Architecture, Nursing, Healthcare, Pharmacy, Media, Arts & Design, Education, Hospitality, Applied Sciences, and Applied Engineering. Comprising more than 13,000 students and 900 faculty members, Chitkara University is one of the best universities in North India that the government also recognizes with the right to confer degrees as per Sections 2(f) and 22(1) of the UGC Act, 1956.

Chitkara University Punjab Campus has modern infrastructure and world-class facilities that enhance the learning experience. The campus features well-equipped laboratories, libraries, auditoriums, sports complexes, and student activity centres. These facilities create an environment conducive to both academic pursuits and extracurricular activities.

Research and innovation are integral to Chitkara University's ethos. The university encourages faculty and students to engage in research projects and pursue innovation-driven initiatives. With numerous research centres and labs, the campus provides a conducive environment for groundbreaking research and fosters a spirit of curiosity and exploration.

Chitkara University Punjab Campus has forged strategic partnerships with several renowned universities and institutions. These collaborations enable students to participate in exchange programs, research projects, and international conferences, enriching their global perspective and cultural exposure.

## **Chitkara Business School**

Chitkara University B-school was established in 2008 on the campus of Chitkara University. College programs enable students to find the route to success at the intersection of theory and practice discover and implement innovative solutions to real-world problems. You gain cutting-edge business knowledge and intensive practical business experience, which gives you an invaluable competitive edge. College is ranked among the top B-schools in India. The college has faculty, including people from the core academics with vast experience in academics and industry.

The university boasts a highly qualified and experienced faculty comprising professors, researchers, and industry experts. They are dedicated to imparting knowledge, guiding students, and conducting cutting-edge research in their respective fields. The faculty's

commitment to excellence in teaching and research helps students develop a strong foundation for their future endeavours.

The university places significant emphasis on industry-academia collaboration, providing students ample opportunities to engage with leading companies through internships, workshops, seminars, and guest lectures. Such interactions bridge the gap between theoretical knowledge and practical application, preparing students to meet real-world challenges.

Moreover, Chitkara University has an excellent placement record, with top-notch companies visiting the campus to recruit talented graduates. The dedicated placement cell works closely with students to help them secure placements in reputed organizations, giving them a head start in their careers. Life at Chitkara University Punjab Campus is vibrant and dynamic, with various student clubs and societies catering to diverse interests, from arts and sports to entrepreneurship and social causes. The campus organizes cultural events, fests, and competitions, fostering a spirit of companionship and creativity among students.

Chitkara University Punjab Campus stands tall as a beacon of academic excellence, shaping the leaders of tomorrow. With its rigorous academic programs, experienced faculty, world-class infrastructure, and industry connections, the university provides a nurturing environment for students to realize their full potential and embark on successful and fulfilling careers.

## **Faculty of Economics**

The BA Economics (Data Science & AI) program at Chitkara Business School boasts a faculty of renowned scholars and industry experts passionate about empowering students with the tools to unlock the power of data in economic analysis.

Faculty hold advanced degrees in Economics, Econometrics, Data Science, and related fields, ensuring a solid foundation in economic principles and quantitative methods. Faculty members possess expertise in various data analysis tools and techniques, including statistical software like SPSS, AMOS, STATA, EViews, etc., equipping them to guide students in practical data manipulation and analysis. They bring real-world insights and case studies to the classroom, bridging the gap between theory and practice. We actively publish copyrights, patents, and research papers in top academic journals, ensuring students are exposed to the latest advancements in economics and data science. Faculty members are dedicated to guiding students individually, providing support and guidance throughout their academic journey.

Graduates have Successfully secured placement positions at top companies across various sectors, including finance, consulting, government agencies, and research institutions. This is a testament to the program's effectiveness in preparing students for successful careers. Strong partnerships with renowned organizations provide students with internship opportunities and practical exposure to cutting-edge data science applications in economics. Beyond expertise and achievements, the faculty of economics at Chitkara Business School fosters a unique learning environment.

Collaborative learning, Group projects and interactive sessions encourage students to learn from each other and develop strong communication and teamwork skills. The faculty incorporates international perspectives into the curriculum, preparing students to thrive in a globalized economy.

In conclusion, the Faculty of Economics at Chitkara Business School is a team of highly qualified and dedicated individuals who are committed to helping students excel in the field of Economics with Data Science. Their expertise, achievements, and commitment to student success make them an invaluable asset to this unique and innovative program.

## **Integrated Programme in Management**

The Integrated Programme in Management (IPM) at Chitkara Business School is led by an exceptional faculty comprising academicians, industry professionals committed to nurturing management professionals, ready for the competitive world. The program brings together academic and industry experience, empowering students to understand the management skills with analytical abilities.

The faculty members of IPM program hold advanced qualifications in Management, Business Analytics, Marketing, Finance, Human Resource Management, Healthcare, Logistics and Supply Chain Management, Aviation Management, and related fields. Their diverse qualifications and experience equip students with comprehensive understanding and skills that are fundamental in management, keeping in view of the evolving business dynamics. Faculty of IPM is proficient in modern tools and techniques including software like Python, Tableau, R, Power BI, etc., and have years of experience in organization and leadership strategies. The IPM faculty is actively engaged in research, contributing to patents and copyrights. They ensure that students gain exposure to modern management developments and practices in industry and innovation.

Students secure placements with leading global organizations across industries such as consulting, finance, marketing, human resource, supply chain, and operations, etc. The IPM program also fosters collaboration and experiential learning. Faculty members integrate global perspectives into the curriculum, ensuring that the students succeed in the global business landscape. Students engage in group projects, real time case studies, workshops and seminars that promote team work and enhance leadership and communication skills.

In conclusion, the Faculty of IPM at Chitkara Business School is a team of dedicated professionals shaping the future of management programs. Their experience, knowledge and commitment make them an asset to the department and the university at large. Their forward-looking and dynamic approach makes the students innovative leaders and equip them to excel in the real competitive business world.

## **Faculty Development Program (FDP)**

The one-week Faculty Development Program (FDP) on “Case Teaching and Case Writing” was successfully conducted from 06<sup>th</sup> January, 2025 to 10<sup>th</sup> January, 2025, organised by the Faculty of Economics and Integrated Programme in Management (IPM) at Chitkara Business School, Chitkara University, Punjab. This intensive faculty development program is designed to equip faculty with the essential skills to write compelling case studies and enhance the pedagogical skills of the faculty members by equipping them with skill of case-based teaching and learning.

The FDP focused on empowering educators to integrate case-based methods into classroom teaching and bridge the gap between theoretical and practical application. Case studies are a powerful tool for sharing knowledge, influencing policy, and advancing research. By exploring into real-world situations, case studies provide valuable insights into complex problems and offer practical solutions. In conclusion, the ability to write a compelling case study is a multifaceted skill that offers numerous benefits. It enhances our communication, critical thinking, and problem-solving abilities, while also contributing to the advancement of knowledge and the development of evidence-based solutions. In this way, case study writing becomes a catalyst for positive change and societal impact.

## Objectives

- To develop a deep understanding of case study methodology and equip with knowledge and skills to design, conduct, and analyse case studies effectively.
- To master the art of storytelling and learn how to craft compelling narratives that engage readers and convey complex ideas clearly and concisely.
- To enhance data collection and analysis skills for proficiency in various data collection techniques and master data analysis methods to extract meaningful insights.
- To improve writing and presentation skills by developing the ability to write clear, concise, and well-structured case studies, and effectively present findings to diverse audiences.
- To acquire knowledge of publication strategies and learn how to identify suitable journals, prepare high-quality manuscripts, and navigate the peer-review process to successfully publish case studies.

## Outcomes

- **Enhanced critical thinking and analytical skills:** Participants will be able to critically analyse complex problems, identify key issues, and develop innovative solutions.
- **Improved research design and methodology:** Participants will be able to design rigorous case study research, select appropriate research methods, and develop sound research protocols.
- **Stronger data collection and analysis abilities:** Participants will be able to collect high-quality data, analyse it effectively, and draw meaningful conclusions.
- **Effective communication and writing skills:** Participants will be able to write clear, concise, and well-structured case studies, and effectively present their findings to diverse audiences.
- **Successful publication and dissemination:** Participants will be able to identify suitable journals and conferences, prepare high-quality manuscripts, and navigate the peer-review process to successfully publish their case studies.

## Program Structure

Stage	Focus Area	Activities	Sessions	Duration	Details
<b>Stage 1</b>	Familiarization with Case Methodology	- Understanding case pedagogy	4-5 sessions	~6-8 hours	- Discussion of simple cases initially.
		- Gradual progression to sophisticated cases.			- Assessment of participants' familiarity with the method.
<b>Stage 2</b>	Conducting Case Discussions	- Learning to conduct discussions for a target audience.	6-7 sessions	~10-12 hours	- 3-4 cases introduced in increasing order of complexity.
		- Focus on participants leading discussions.			- Individual and group feedback on facilitation skills.
<b>Stage 3</b>	Case Writing	- Brainstorming ideas for case writing.	6-8 sessions	~12-14 hours	- Participants divided into sub-groups (~8 members each).
		- Case drafting with step-by-step guidance.			- Aim to create first drafts by the end of the workshop.
<b>Resource Persons</b>	Inclusion of Additional Experts	- Engage 1-2 additional resource persons for diversity and engagement.	Throughout	~30 hours (total)	- Ensures varied content delivery and sustained interest.
<b>Participants</b>	Active Participation	- Maximum of 30 participants (optimum).	Throughout		- Reading and analysing cases before sessions.
<b>Pre-FDP</b>	Selection of Cases	- Choose cases based on participants' background and domains.	Pre-event		- Cases shared with participants well before the workshop begins.

## Program Schedule

<b>Day</b>	<b>Time</b>	<b>Program</b>
<b>DAY 1</b> <b>06/01/2025</b>	10:00-10:30 AM	Registration & High Tea
	10:30 AM –11:00 AM	<ul style="list-style-type: none"> <li>• Inaugural Ceremony</li> <li>• Welcome Address</li> <li>• Felicitation Ceremony</li> </ul>
	11:00 AM –12:30 PM	Technical Session 1
	12:30 PM – 1:15 PM	Lunch Break
	1:15 PM – 2:45 PM	Technical Session 2
	2:45 PM - 3:00 PM	Tea Break
	3:00 PM- 4:30 PM	Technical Session 3
	4:30 PM – 6:00 PM	Technical Session 4
	6:00 PM	Conclusion of Day 1
<b>DAY 2</b> <b>07/01/2025</b>	10:00 AM –11:30 AM	Technical Session 5
	11:30 AM – 12:00 PM	Tea Break
	12:00 PM – 1:30 PM	Technical Session 6
	1:30 PM - 2:30 PM	Lunch Break
	2:30 PM- 4:00 PM	Technical Session 7
	4:00 PM – 4:30 PM	Tea Break
	4:30 PM - 6:00 PM	Technical Session 8
	6:00 PM	Conclusion of Day 2
<b>DAY 3</b> <b>08/01/2025</b>	10:00 AM –11:30 AM	Technical Session 9
	11:30 AM – 12:00 PM	Tea Break
	12:00 PM – 1:30 PM	Technical Session 10
	1:30 PM - 2:30 PM	Lunch Break
	2:30 PM- 4:00 PM	Technical Session 11
	4:00 PM – 4:30 PM	Tea Break
	4:30 PM - 6:00 PM	Technical Session 12
	6:00 PM	Conclusion of Day 3
<b>DAY 4</b>	10:00 AM –11:30 AM	Technical Session 13



<b>09/01/2025</b>	11:30 AM – 12:00 PM	Tea Break
	12:00 PM – 1:30 PM	Technical Session 14
	1:30 PM - 2:30 PM	Lunch Break
	2:30 PM- 4:00 PM	Technical Session 15
	4:00 PM – 4:30 PM	Tea Break
	4:30 PM - 6:00 PM	Technical Session 16
	6:00 PM	Conclusion of Day 4
<b>DAY 5 10/1/2025</b>	10:00 AM –11:30 AM	Technical Session 17
	11:30 AM – 11:45 AM	Tea Break
	11:45 AM – 1:15 PM	Technical Session 18
	1:15 PM - 2:15 PM	Lunch Break
	2:15 PM- 3:45 PM	Technical Session 19
	3:45 PM – 4:00 PM	Tea Break
	4:00 PM- 5:30 PM	Technical Session 20
	5:30 PM - 6:00 PM	<ul style="list-style-type: none"> <li>• Valedictory Session</li> <li>• Certificates Distribution</li> <li>• Group Photograph</li> </ul>

## Resource Persons



***Dr. Bala Bhaskaran***

Dr. Bala Bhaskaran is a management professional and teacher with active interest in the areas of Finance, Entrepreneurship, Business Strategy and Knowledge Management.

He was associated with IBS Ahmedabad [as Director for 15 years], and with Shanti Business School [Director for 7 years] as full-time engagements. He has been associated with IIM Ahmedabad, Nirma University [Institute of Management], Adani University, EDII etc. as a Visiting Faculty. He is associated with ACVA, the institution that promotes Business Valuation as a profession.



***Dr. Ruchi Tiwari***

With 25 years of full-time teaching experience, Dr. Tewari is currently affiliated to MICA. Her professional focus is in the applied areas of Strategic Communication (Human and Technology mediated) and her academic and research interests, ‘technology aided human communication’. Additionally, she specializes in CSR – its design; implementation and reporting.

Dr. Tewari has to her credit over 40 publications including research articles, chapters in edited books and newspaper articles. She has been a chosen fellow by ICSSR and ERC and is empaneled as a regular trainer for communication and critical thinking trainings by large companies (both corporate and Not-For-Profit).

## **Program Summary**

### **Day 1: Journey to Academic Excellence Begins**

The first working day of 2025 at Chitkara University marked the inspiring beginning of a new year with opportunities for growth and innovation. To commence this journey toward academic excellence, the Faculty of Economics, and Integrated Programme in Management (IPM) at Chitkara Business School launched its One-Week Faculty Development Program (FDP). On “Case Teaching and Case Writing” on January 6, 2025.

The inaugural ceremony was a vibrant affair, setting the tone for a week of immersive learning and intellectual engagement. Beginning with, Dr. Nidhi Malhotra, Faculty of Management extended a warm welcome to all the participants of the program, underscoring the significance of professional development in academia. Following this, Dr. Shveta Gupta, Faculty of Economics detailed the objectives and structure of the FDP, highlighting the role of case studies in bridging the gap between theory and practice and a welcome address of our resource person Prof. Bala Bhaskaran, a renowned academician and case study expert was delivered by Dr. Shekhar Saroj, Faculty of Economics.

A special highlight was the keynote delivered by Prof. Dhiresk Kulshrestha, Dean of the Faculty of Economics. Prof. Kulshrestha delivered an engaging talk on the importance of case-based teaching, setting the tone for the program. The session concluded with the felicitation of the distinguished resource person, Prof. Bala Bhaskaran, by Prof. Kulshrestha, Prof.

Gautam Bansal, Dean, Integrated Program in Management (IPM) and Prof. Neeraj Anand, Dean Logistics and Supply Chain Management (LSCM), setting the stage for technical sessions to follow.

The technical sessions, led by Prof. Bhaskaran, began with an in-depth exploration of the case studies of the real-world business scenarios. Participants were engaged with case studies on "Honda Moves to the United States" and "Arvind Eye Care,". Through the case studies approach, participants were delved into the intricacies of strategic decision making and role of innovative business practices. Participants were bifurcated into groups and actively engaged themselves with the cases, fostering diverse perspectives and alternative solutions, presenting analyses enriched by Prof. Bhaskaran's insightful guidance. The first day (Day 1) of the FDP set a strong foundation for a transformative teaching-learning journey.



Welcome Address by **Prof. Dhiresh Kulshrestha**, Dean-Faculty of Economics on the Inaugural Ceremony of One-Week Faculty Development Program held on 6<sup>th</sup> January, 2025.



Felicitation of the Resource Person, **Dr. Bala Bhaskaran** in the Inaugural Ceremony of One-Week Faculty Development Program held on 6th January, 2025.



Lecture delivered by **Dr Bala Bhaskaran** on First Day of Faculty Development Program on ‘Case Teaching and Case Writing’ held on 6th January, 2025.





Lecture delivered by **Dr Bala Bhaskaran** on First Day of Faculty Development Program on ‘Case Teaching and Case Writing’ held on 6th January, 2025.



Conclusion of First Day of Faculty Development Program with a Group Photograph held on 6th January, 2025.

## Day 2: Leadership and Operational Excellence through Case Studies

The second day (Day 2) of the FDP on “Case Teaching and Case Writing” at Chitkara Business School, led by Prof. Bhaskaran, was marked by engaging and fruitful learning sessions. Prof. Bala discussed on two iconic case studies: “Jack Welch” and “Ratna Wood Works.” These sessions offered participants valuable insights into strategic leadership and operational excellence through real-world example .

Participants actively collaborated in groups, presenting their analyses, and exchanging perspectives, creating a dynamic environment of collective learning. Prof. Bhaskaran enriched each discussion with his expert insights, highlighting key takeaways such as effective leadership strategies, decision-making frameworks, and operational efficiency directing organizational success. .

The day’s engaging sessions concluded with a renowned appreciation, understanding the transformative power of case-based teaching and learning fostering critical analysis and problem-solving techniques. Day 2 of the one-week FDP enriched the participants with innovative skills to be incorporated into their everyday teaching practices. As the FDP continues, participants look forward to explore the art and science of case teaching and writing.



Participants collaborated in Group on Second Day of One-week of Faculty Development Program and exchanged their perspective on Case Studies on 7<sup>th</sup> January, 2025.





Participants collaborated in Group on Second Day of One-week of Faculty Development Program and exchanged their perspective on Case Studies on 7th January, 2025.



Participants collaborated in Group on Second Day of One-week of Faculty Development Program and exchanged their perspective on Case Studies on 7th January, 2025.





Participants collaborated in Group on Second Day of One-week of Faculty Development Program and exchanged their perspective on Case Studies on 7th January, 2025.



Dr. Neeraj Anand, Dean (LSCM) concluded the second day of One-week of Faculty Development Program on 7th January, 2025.

### **Day 3: An Enriching Journey into Case Analysis and Pedagogy**

The One-Week FDP, organized by the Faculty of Economics and IPM at Chitkara Business School, continued to inspire and enrich all the participants on the third day (Day 3) of the program with an insightful session by Dr. Ruchi Tewari from Mudra Institute of Communications, Ahmedabad (MICA).

Dr. Tewari was formally introduced and welcomed by Dr. Gurwinder Singh Badal, Faculty of Economics. The session was then commenced by Dr. Tewari with enriching and thought-provoking insights by engaging the participants through two impactful case studies, “Befitting the Local Understanding: Don’t Push Too Hard” and “The Winds of Change.” Dr. Tewari shared valuable techniques for analyzing and crafting case studies, identifying the protagonist and the context of the case, encouraging critical thinking and collaborative activity-based discussions. The highlight of the day was case presentation and delivery.

Prof. Neeraj Anand, Dean, Logistics and Supply Chain Management (LSCM) at Chitkara Business School, Chitkara University Punjab, chaired the third day of the Faculty Development Program on “Case Teaching and Case Writing”. Prof. Anand added to the session with his dynamic perspective on incorporating case studies into classroom teaching-learning pedagogy. His leadership enriched the session, providing valuable insights on bridging theoretical knowledge into practical implications through discussion and collaborative engagement with the participants. Participants actively engaged themselves in discussions, analyzing case studies and exploring innovative approaches to case teaching and writing. Prof. Anand’s expertise and practical perspectives added depth to the session, fostering a collaborative learning environment.

The day concluded with an inspiring and uplifting interaction with Prof. Sandhir Sharma, Vice Chancellor of Chitkara University, who shared his profound insights on the role of case-based learning in academia and on preparing students the real challenges in the competitive business world. His words of motivation left the participants energized and inspired.

With each passing day of the FDP, the participants continue to get elevated, paving way for deeper and stronger understanding of case-based teaching pedagogy in academia and industry.



**Dr. Ruchi Tewari** from MICA joined the Third Day of One-week of Faculty Development Program and discussed impactful Case Studies

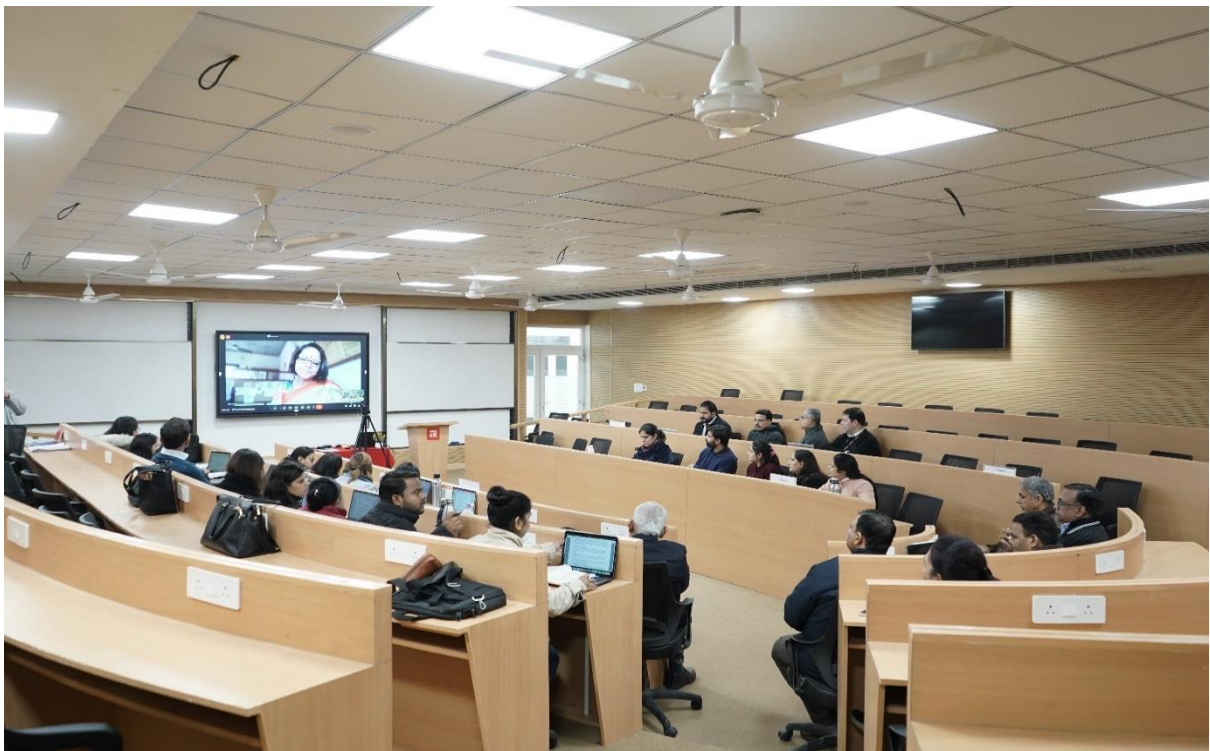


Case Studies Discussion by the Participants on the Third Day of Faculty Development Program on 8<sup>th</sup> January, 2025





Case Studies Discussion by the Participants on the Third Day of Faculty Development Program on 8th January, 2025.



Case Studies Discussion by the Participants on the Third Day of Faculty Development Program on 8th January, 2025.



Prof. Sandhir Sharma, Vice Chancellor of Chitkara University enlightened the participants on the significance of the One-week of Faculty Development Program on 'Case Teaching and Case Writing held from 6<sup>th</sup> -10<sup>th</sup> January, 2025

#### **Day 4: The Art of Case Writing**

The fourth day of the One-Week FDP marked the beginning of crafting impactful case studies under the guidance and expertise of Dr. Bala Bhaskaran. The session was formally introduced by Dr. Alisha Mahajan, Faculty of Economics, Chitkara Business School, emphasizing the role of designing and drafting case studies.

Day 4 of the program emphasizes on the step-by-step approach of developing compelling and effective cases. Participants explored the key areas relevant for case writing such as identifying

a relevant theme for case writing, setting the context of the study through different sub-sections, the need for data-based study, stimulating critical thinking, writing teaching notes for effective classroom teaching and the scope of publications of case studies.

The session's highlight was hands-on-writing exercise, where participants showcased their learning based on previous three days of the FDP. The participants were asked to write a case on the theme of their choice, followed by a peer-review by Dr. Bhaskaran. Dr. Bala Bhaskaran provided constructive feedbacks and exchanged ideas for improvements.

By the end of Day 4, the participants have learned the step-by-step guide for developing their own case studies and tips of making a case engaging and educational, aligning with their teaching objectives and academic excellence.



Fourth Day of Faculty Development Program led by Resource Person, Dr. Bala Bhaskaran on 9<sup>th</sup> January, 2025





Participants collaborated in teams practiced hand on writing exercises of Case Studies on 9th January, 2025



Participants collaborated in teams practiced hand on writing exercises of Case Studies on 9th January, 2025





Participants collaborated in teams practiced hand on writing exercises of Case Studies on 9th January, 2025



Culmination of fourth day of One-Week Faculty Development Program with a Group Photograph on 9<sup>th</sup> January, 2025

## **Day 5: Culmination of a Transformative Learning Journey**

The final day, Day 5 of the One-Week Faculty Development Program (FDP) on “Case Teaching and Case Writing”, organized by the Faculty of Economics and Integrated Programme in Management (IPM) at Chitkara Business School, Chitkara University, Punjab, marked the conclusion of a week full of enriching and engaging discussions, interactive and collaborative learning, skill development, etc. On 10<sup>th</sup> January, 2025, the Day 5 of the program, everyone who was part of the FDP, celebrated the success of the program.

The day began with the session of Dr. Bala Bhaskaran, analysing the cases written on Day 4. Each group of participants discussed their cases with the resource person and welcomed feedbacks for further improvement. All the participants actively participated in the case discussion, applying the knowledge gained throughout the one-week program.

Day 5, further marked the conclusion of the One-Week FDP with a Valedictory Session. The participants were applauded for their commitment and active engagement throughout the FDP. The participants shared their feedback and experience of this FDP. Dr. Mohit Jamwal, Assistant Professor (Marketing) was applauded with a certificate of ‘Best Case Analyst’ and Dr. Shubh Karan Singh, Professor of Business Administration was honoured with a certificate of ‘Best Learner’. Also, Certificate for the best team was given to a team of five members:

Dr. Mohit Jamwal (Assistant Professor-Marketing)  
Dr. Shuchi Dawra (Professor-HR)  
Dr. Nidhi Malhotra (Assistant Professor-HR)  
Dr. Faniza Joshi (Assistant Professor-Finance)  
Dr. Alisha Mahajan (Assistant Professor-Economics)

After the certificate distribution, all the participants were given a token of appreciation on successful completion of Level 1 of the FDP. Towards the end of the program, the resource persons were obliged with a token of honour and appreciation.

The formal vote of thanks was delivered by Dr. Shuchi Dawra, Faculty of Management and the program was marked closed by Prof. Gautam Bansal, Dean, IPM.

To mark the successful accomplishment of everyone, the moment was captured with a group photograph. The photograph captured the memorable moments shared during the transformative week of the FDP and symbolized the collective journey of growth and learning.

**The One-Week FDP on “Case Teaching and Case Writing” stood as an example showcasing Chitkara Business School’s commitment to cultivate and foster innovation and academic excellence**



Conclusion of the One-Week Faculty Development Program on “Case Teaching and Case Writing” with a Valedictory Session on 10<sup>th</sup> January, 2025



Resource person, Dr. Bala Bhaskaran obliged with a token of honour and appreciation on 10th January, 2025





Participants were awarded with token of appreciation on successful completion of Level 1 of the One-Week Faculty Development Program on 10th January, 2025



Participants were awarded with token of appreciation on successful completion of Level 1 of the One-Week Faculty Development Program on 10th January, 2025



Participants shared their feedback and experience of the One-Week Faculty Development Program on 10th January, 2025



**Dr. Mohit Jamwal**, Assistant Professor (Marketing) was applauded with a certificate of 'Best Case Analyst' on 10th January, 2025





**Dr. Shubb Karan Singh, Professor of Business Administration** was honored with a certificate of 'Best Learner' on 10th January, 2025



Certificate for the 'Best Team' was given to a team of five members on 10th January, 2025



Formal Closing of the One-Week Faculty Development Program by Prof. Gautam Bansal, Dean, IPM on 10<sup>th</sup> January, 2025



Successful accomplishment of the One-Week Faculty Development Program captured with a group photograph on 10<sup>th</sup> January, 2025

## PATRONS

<p>Dr. Ashok K. Chitkara Chancellor, Chitkara University, Punjab</p>	<p>Dr. Madhu Chitkara Pro-Chancellor, Chitkara University, Punjab</p>
<p>Shri Mohit Chitkara Vice President, Chitkara University, Punjab</p>	
<p><b>PROGRAM CHAIR</b></p>	
<p>Prof. Sandhir Sharma Vice Chancellor, Chitkara University, Punjab.</p>	
<p><b>CONVENOR</b></p>	
<p>Prof. Dhiresk Kulshrestha, Dean- Faculty of Economics, Chitkara Business School Chitkara University, Punjab.</p>	<p>Prof. Gautam Bansal Dean- Integrated Programme in Management Chitkara Business School Chitkara University, Punjab.</p>
<p><b>ORGANIZING SECRETARY</b></p>	
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### ADVISORY COMMITTEE

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<p>Prof. Kiran Mehta Dean- MBA (Finance and Banking) Chitkara Business School Chitkara University, Punjab.</p> <p>Prof. Amandeep Singh Dean- Marketing Chitkara Business School Chitkara University, Punjab.</p> <p>Prof. Navreet Kaur Chitkara Business School Chitkara University, Punjab.</p> <p>Prof. Ajit Bansal Head- Sports Management CBS, Chitkara University, Punjab.</p> <p>Dr. Subodh Saluja Head- Retail Chitkara Business School Chitkara University, Punjab</p>	<p>Dr. Prachi Gupta, Director- Digital Marketing Chitkara Business School, Chitkara University, Punjab.</p> <p>Dr. Devesh Batla Director- Analytics Chitkara Business School Chitkara University, Punjab</p> <p>Dr. Deepak Sood Assistant Dean- BBA Professional CBS, Chitkara University, Punjab</p> <p>Prof. Renuka Sharma Chitkara Business School Chitkara University, Punjab.</p> <p>Mr. Sundeep Singh Deputy Registrar Chitkara Business School, Chitkara University, Punjab</p>
<p>Ms. Babita Paswan Senior Program Manager Chitkara Business School, Chitkara University, Punjab</p>	<p>Ms. Vanshita Kapoor Program Manager BA Economics (Data Science &amp; AI) CBS, Chitkara University, Punjab.</p>

***Faculty Development is a key requirement for advancing education and professional skills.  
With the successful completion of Level 1, we are looking forward for next-level learning!***



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