

IMI-K Business Case Research Centre

Presents

'Case Studies in Management Education' Workshop

Background

The flagship Business Case Research Centre (BCRC) of IMI Kolkata with an aim to promote the writing and teaching of business cases will conduct a 2 hour workshop on 'Case Studies in Management Education' as part of the conference that could potentially help the academic and professional growth of the conference participants.

Workshop session plan:

Session#	Topic	Duration
1	Teaching with cases	1 hour
2	Developing a mini case	1 hour

Workshop Co-ordinator:

Professor Rituparna Basu

Resources and Budget

Participants attending the workshop will receive a personalized e-certificate.