

AIMA

ALL INDIA MANAGEMENT ASSOCIATION



Centre for Case Development & Learning

FIVE DAYS WORKSHOP ON CASE TEACHING AND CASE DEVELOPMENT

organized by

India Case Research Centre, AIMA

in collaboration with

**Centre for Case Development and
Learning (CCDL), Graphic Era Hill
University, Bhimtal Campus & School of
Management Studies, GEHU Bhimtal
Campus**

1st to 5th April 2026



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ABOUT THE WORKSHOP

This intensive five-day workshop is designed to equip faculty members with the skills to effectively teach using the case method and to develop original, publishable case studies. The program blends theory with hands-on practice, offering participants a deep dive into the pedagogy and process of case-based learning. This is particularly useful as the faculty prepare for the upcoming semester, enabling them to adopt more engaging, discussion-driven teaching methods and develop customized cases aligned with their course objectives.

LEARNING TO WRITE CASES

The ability to generate your cases to use in the classroom can significantly enhance your impact and enjoyment as a teacher. This present workshop will also allow participants to understand the concept of case development from a teaching perspective. During this workshop participants shall write field cases based on information provided and develop preliminary teaching notes.

LEARNING TO TEACH THROUGH CASES

This interactive workshop will guide participants through the fundamentals of the case method teaching and case writing. This workshop aims to develop confidence and help teachers/facilitators plan and select the best materials and approaches for their students or colleagues. Through a combination of theory, discussion and practical exercises, the workshops provide insight into the dynamics of the case method, suggest tools and techniques for managing the process in the classroom, and consider the needs of particular groups of students.

FORMAT OF THE WORKSHOP

Using cases in the classroom is one of the most influential and enjoyable teaching methods for participants and instructors. In this workshop, the participants will typically be asked to undertake some preparation before the workshop and a lot of work after the workshop. Learning will take place in groups, tutorials, and plenary discussions.

FOR WHOM

The workshops is suitable for case teachers'/facilitators/ trainers at all experience levels. Participants from all disciplines of academics, along with business, nonprofit and public sectors, and Government training institutes, are invited to attend the workshop.

POST-WORKSHOP ACTIVITIES

- Participants will receive feedback on the case proposal from the workshop trainers within a few weeks of the completion of the workshop.
- Opportunity to Publish case with ICRC.

PARTICIPANT GAIN

- Teaching concepts behind the case method
- Time-tested approaches to preparing a case-based class-ICRC class templates
- Multiple means of integrating case teaching into courses
- Techniques for creating a more dynamic classroom environment
- Elements of a good case
- Developing topics/ leads into cases
- Ethical & practical dilemmas in writing cases
- Developing a comprehensive teaching note
- Personalized feedback /mentoring on case development
- Development and publication of cases in the AIMA -ICRC online case portal
- Interacting with a group of renowned faculty members across India.
- Certificate of participation

CONTENT

Mastering the Art of Case Teaching

Objectives:

- Understand the philosophy and power of the case method.
- Learn how to design and deliver engaging case-based sessions.
- Explore classroom dynamics, student engagement, and evaluation.

Key Sessions

- What is a Case? Why Teach with Cases?
 - Setting Learning Objectives & Designing Case Classes
 - Managing Discussions & Debriefing Techniques
 - Demonstration of a Live Case Teaching Session
 - Evaluating Students through Case Participation
 - Integrating cases in curriculum: ICRC Case Mapping Exercise
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Developing and Writing Impactful Cases

Objectives

- Learn the fundamentals of case writing and teaching note development.
- Identify real-world topics and transform them into compelling narratives.
- Understand ethical and practical challenges in case development.

Key Sessions

- Motivation to Write Cases & Identifying Case Leads
- Structuring the Case: Protagonist, Dilemma, and Data
- Collecting Primary & Secondary Information
- Writing Teaching Objectives & Notes
- Peer Review and Feedback on Case Drafts
- Publishing Opportunities with AIMA-ICRC

KEY TAKEAWAYS

- Certificate of Participation from AIMA & GEHU
- Personalized Feedback on Case Drafts
- Final case publication with AIMA ICRC
- Set of 4 full case studies + teaching Note
- Custom workbooks from AIMA -ICRC

Workshop date and venue

Workshop date: From 1st April 2026 to 5th April, 2026

Venue: Graphic Era Hill University, Bhimtal Campus, SatTal Road, Bhimtal, Nanital, Uttarakhand-263136

Participation Fee (Limited seats available)

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|--|------------------------------------|
| Individual participants | ₹ 4000 per participants |
| Group participation (At least three participants from same organization) | 15 % discount on participation fee |
| Group participation (At least five participants from same organization) | 25 % discount on participation fee |

Note:

1. The participation fee will cover the workshop participation, conference kit and snacks and lunch during the workshop
2. Participants will have to arrange their boarding and lodging by themselves (There are large number of hotels/home stay near Graphic Era Hill University, Bhimtal Campus)

How to participate?

Interested faculty members, research scholars and professionals can register in the workshop by paying the requisite fee (₹4000/-) and subsequently filling the online registration form through the registration link provided on <https://gehu.ac.in/bhimtal/centre-for-case-development-and-learning/>

Alternatively Scan and pay the registration fee and send an email to ccd1@gehu.ac.in With the following details [Name of the participants, Affiliation, Address, e-mail, contact number, UPI transaction ID, Payment from, Payment Date, Payment Time]



In case of any difficulty, write to ccd1@gehu.ac.in or contact the workshop coordinator

Last Date of Registration

27th March 2026

About India Case Research Centre, AIMA, New Delhi

AIMA ICRC has been set up in New Delhi with a focus on developing and publishing India focused research cases. Apart from publishing and distributing high quality India focused research case for global consumption, AIMA ICRC is engaged in pooling of effective case writer and editor, developing largest repository of management cases in India and making it accessible to management teachers.

About Graphic Era Hill University and School of Management Studies, Bhimtal Campus

Founded in 2011, Graphic Era Hill University (GEHU) is a private university with campuses in Bhimtal, Dehradun and Haldwani Uttarakhand, India, with the goal of providing world class-education with a clear focus on cutting-edge technologies, professional development of students, critical thinking and quality research.

GEHU Bhimtal campus, nestled in the Kumaon foothills and approximately 25 kilometers from Nanital offers a serene environment with academic, research, and administrative facilities. Bhimtal is well connected to major cities by road. Kathgodam is the nearest railway station (approximately 20 kilometers from Bhimtal).

School of Management Studies, GEHU Bhimtal is a leading management institute and offers various undergraduate, postgraduate and Ph.D. program in the various areas of management.

About Centre for Case Development and Learning (CCDL), GEHU

Centre for Case Development and Learning (CCDL), GEHU has been established with an objective to emerge as a leading South Asia and Emerging Markets case development and learning centre, shaping management learning globally by bringing forward regionally grounded, inter-disciplinary context rich business narratives

Trainers Profile

Dr. Anuja Pandey

**Professor of Marketing | Program Director – PGCM
Head – AIMA India Case Research Centre (ICRC)**

Managing Editor – AIMA Journal of Management & Research (AJMR)

Dr. Anuja Pandey is a distinguished academic and case pedagogy expert, currently leading the India Case Research Centre (ICRC) at AIMA. As Head of the Case Centre, she has mentored over 200 faculty members—from early-career educators to senior professors—guiding them in developing impactful, classroom-ready case studies.

Dr. Pandey has authored and published cases in all major formats, including long-form, short-form, and multimedia, and her work has been featured in books, academic journals, and global case portals. Her mentorship is known for its rigor, relevance, and ability to transform real-world business challenges into powerful teaching tools.

With a Ph.D. in Brand Management and over 23 years of academic and consulting experience, she has published 25+ research papers, authored 3 books and 4 edited volumes, and developed numerous cases in marketing, analytics, entrepreneurship, and public policy. She has also led consultancy projects for the Ministry of Consumer Affairs, NIEPA, and DSIR-DST, and continues to guide doctoral scholars under AIMA-AMU and other universities.

Dr. Pandey's leadership at ICRC has positioned AIMA as a national hub for India-centric case development and dissemination.

**Case Mentor Profile: Ms. Meeta Sengupta
Advisory Board Member, AIMA-ICRC**

Founder, Centre for Education Strategy | Case Author | Global Education Advisor

Ms. Meeta Sengupta is a distinguished writer, speaker, and advisor on education policy and pedagogy, with a global perspective shaped by her work across India, the UK, and beyond. As a Case Mentor, she brings a unique blend of academic insight and practical experience, having authored impactful cases including one on VIP Luggage: 'It Takes a Lot to Be a VIP', 1999, and played a pivotal role in setting up the India Centre at London Business School.

Her expertise spans school systems, higher education, skills development, and institutional strategy. She has been widely published in Springer books and leading national and international media such as *Forbes*, *Times of India*, *Indian Express*, *DNA*, and *Hindustan Times*. Her thought leadership has been featured by *Voice of America* and other global platforms.

Ms. Sengupta has spoken at prestigious forums including WISE (Doha), India Today Education Conclave, and NCERT, and has advised top-ranked think tanks and universities. As a mentor, she is known for her ability to guide educators in crafting compelling, context-rich cases that resonate with contemporary challenges in business and education.

Case Mentor Profile: Dr. Sanjay Kumar Mishra

Associate Professor & Head, Centre for Case Development and Learning, GEHU

Dr. Mishra has more than twenty years of experience in teaching, training and research in the area of finance, corporate governance and small business management. Dr. Mishra is an award winning case author and has published 20+ research papers and case studies with reputed publishers. Earlier, he was the member of the Editorial Board of Journal of Financial Services Marketing (Palgrave McMillan/Springer) and has been reviewer to numerous journals. He is an affiliate member of MIT Alumni Association, Boston, USA and visiting faculty to Indian Institute of Management, Jammu.

Contact Persons

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