

4 DAY FACULTY DEVELOPMENT PROGRAM (FDP) ON

CASE STUDY TEACHING AND WRITING

Venue-Online Platform: Microsoft Teams (the link will be shared to the registered participants)

Dates: 16th July, 2024 to 19th July, 2024

Day: Tuesday-Friday

Timings: 11:00am - 13:00pm (on all days)

"E-certificates will be given to all participants who have 100% attendance and submit the feedback/assessment form."



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Welcome Address by
Prof. Abby Mathew
Dean, FHMCT, MSRUAS



Keynote Address by
Dr. Sharath Kumar K M
Head, FMC, MSRUAS



Resource Person
Dr. Ranjana Tiwari
Teaching Case Writer & Editor



Resource Person
Dr. Srivatsa H S
Prof. FMC, MSRUAS



Convenor
Dr. Sweety Jamgade
HOD, FHMCT, MSRUAS

About M S Ramaiah University of Applied Sciences



M S Ramaiah University of Applied Sciences (RUAS) is top private University in Bangalore, Karnataka was founded in December 2013, under the Karnataka University Act. The creation of RUAS brought together several well-established educational institutions of the Ramaiah Group, reorienting them to a changing present and an unpredictable future. Over the years, RUAS has created a name for itself as a university that is centered around academia, industry, and society; one that works tirelessly to mould the thinkers of tomorrow. Today, RUAS is proud to offer more than 90+ programs across 13 faculties.

Vision Statement:

RUAS aspires to be the premier university of choice in Asia for student-centric professional education and service with a strong focus on applied research whilst maintaining the highest academic and ethical standards in a creative and innovative environment

Mission Statement:

Our purpose is the creation and dissemination of knowledge.

We are committed to creativity, innovation, and excellence in our teaching and research.

We value integrity, quality, and teamwork in all our endeavours.

We inspire critical thinking, personal development and a passion for lifelong learning.

We serve the technical, scientific, and economic needs of our society

About the Faculty of Hospitality Management Catering and Technology (FHMCT)



Faculty of Hospitality Management and Catering Technology (FHMCT) is among the top 20 best Hotel Management colleges of India according to the survey of Times of India, 2024. It's Bachelor of Hotel Management (BHM) program is accredited by National Board of Accreditation (NBA). It provides state-of-the-art infrastructure to students in Bengaluru. It adopts a thorough approach to hospitality, supporting a strong theoretical foundation with an immersive, practical education. The learning is dynamic, with a curriculum that reflects changes in the industry. Students are taught by seasoned professionals who are able to deftly guide them as they embark on their professional careers.

The programs at FHMCT help students master the tenets of their field and view their work through the perspective of service because, at its core, hospitality is about improving lives by ensuring comfort and enhancing convenience. In addition to technical expertise and leadership skills, our students learn to approach their work with warmth and compassion.

About the 4 Day Faculty Development Program (FDP) on Case Study Teaching & Writing

This workshop is tailored to meet the needs of academicians, researchers, and professionals seeking to enhance their understanding of this invaluable resource. Join us as we delve into the intricacies of crafting effective teaching cases and explore strategies for integrating them into your research and educational endeavours.

You should consider this workshop if:

- You have not heard of 'Teaching case study' before
- You do not teach your courses using a 'Case study'
- You do not know teaching case studies are different from case study research
- You do not know Teaching cases can be published and be a source of income
- You struggle to write a Teaching case and teaching notes

This workshop is ideal for

- Academicians and researchers in the fields of tourism and hospitality. Graduate students seeking to enhance their research skills.
- Professionals interested in exploring the potential of teaching cases in their work.

Workshop Highlights

- Gain valuable insights into the writing pattern and structure of teaching cases. Learn how to use teaching cases in your research and educational endeavors effectively.
- Discover the art of crafting accompanying teaching notes to enhance the learning experience.
- Understand the process of getting teaching cases published in reputed books or journals.
- Engage in interactive discussions and hands-on activities, designed to reinforce your learning and make you feel actively involved in the workshop.

Benefits of joining the workshop

- Opportunity to enhance your skills in case writing and teaching notes
- Publication knowledge of Scopus Indexed Journals and international book publication houses
- Teaching Cases with Teaching Notes can be sent to various international case writing competitions organized by The Case Centre, Emerald Publishing, CABI and Journals

Pre-requisites for the workshop

For four days session, having a 'teaching case trigger' or a theoretical underpinning is mandatory.

1. The participants are requested to choose a management concept/ theory/ model (eg: Maslow's motivational theory, Butler life cycle or Doxey's irridex number) as a base for the study.
2. Participants are also requested to choose an organization or an individual who they want to use as protagonist in writing case.

About the Resource Person- Dr. Ranjana Tiwari



Dr Ranjana Tiwari is a Teaching Case Writer and the Editor of 'Teaching Cases in Tourism & Hospitality' Book series under Springer. The teaching cases written by her has been published in CABI, The Case Centre, Case Folio & Centre for Management Research (ICFAI Business School).

She is an accomplished academic with a Gold Medal in her Postgraduate studies and has earned a PhD in Tourist Destination Image and Attributes. Her dedication to research has been recognized through the University Grant Commission – Junior Research Fellowship Award in Tourism Management & Administration.

Dr. Tiwari's influence extends to her role as a Co-editor of another book, 'Wellness and Wellbeing Tourism – Trends, Opportunities and Challenges,'. Furthermore, she has served as a Guest editor for the Special issues of 'Gastronomy and Wellbeing' in the International Journal of Spa and Wellness and 'Health-oriented tourism' in Tourism Recreation Research.

About the Resource Person- Dr. Srivatsa H S



Dr. H S Srivatsa is a professor of Marketing at the Faculty of Management and Commerce (FMC), MSRUEAS. He earned his doctorate degree from the Department of Management studies, Indian Institute of Science, Bengaluru.

He enjoys teaching through cases and has also authored cases and one of them published in " The case centre". Earlier, He has worked in various capacities at TAPMI - Manipal, Emirates National bank of Dubai and ITC Infotech.

For more information and details

Please contact the following member:

Convenor & Facilitator: Dr. Sweety Jamgade, HOD, FHMCT, MSRUAS

Contact Number: +91 81976 82320

Email ID: sweety.fo.hc@msruas.ac.in



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Faculty of Hospitality Management and Catering Technology, Ramaiah University of Applied Sciences, Bengaluru, Karnataka, India - 560054



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