



Faculty Development Programme

Case-Based Pedagogy: Writing and Teaching for Transformative Learning

Dates: November 16th - 21st, 2026

Mode: Online (10 sessions)

www.iimidr.ac.in

Programme Overview

The case method is a widely used pedagogical approach in business education and continues to gain traction globally. While many educators teach through cases, few have the skills to develop original ones. Case writing is both a powerful form of knowledge creation and a contributor to academic impact and career growth.

This workshop will equip participants with a clear understanding of case writing, guide them in developing effective, classroom-ready cases, and provide insights into the publication process.

Programme Objectives

By the end of the programme, participants will be able to:

- Understand the pedagogical foundations and benefits of the case method.
- Identify the scope of real-world situations that are suitable for case development.
- Develop the core components of a high-quality teaching case, including a structured narrative and an effective teaching note.
- Apply best practices in teaching with cases to foster analytical thinking and classroom engagement.
- Gain insights into the challenges and solutions of both writing and teaching cases.
- Learn about publishing opportunities and guidelines for submitting cases to recognized repositories and journals.



Programme Content

- Understanding the Case Method: History, types of cases, and advantages over traditional teaching methods.
- Case Writing Essentials: Identify suitable case ideas, structure the narrative, and maintain real-world relevance.
- Crafting Effective Teaching Notes: Define learning objectives, discussion questions, and classroom strategies.
- Case Teaching Techniques: Lead interactive discussions, manage classroom dynamics, and apply the case method in online/hybrid settings.
- The Use of AI for Case Writing and Case Teaching: Learn to use AI to develop cases.
- Publication Opportunities: Explore avenues for case publication and understand submission guidelines for leading case repositories.

Who Should Enrol

This programme is intended for faculty members and doctoral candidates who wish to learn how to develop cases across diverse fields of management.

Programme Fee

Rs. 22,125/- (18,750/- plus GST, as applicable).

Faculty Coordinator

Prof. Sanjeev Tripathi

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The institute offers a diverse portfolio of executive education programmes across long-term and short-term formats.

With over 200 executive education programmes, including specialized offerings designed for professionals from the UAE, GCC countries, and the Middle East, IIM Indore equips participants with globally relevant knowledge, skills, and leadership capabilities.



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