



## St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University  
Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) | College with Potential for Excellence (CPE)  
Ranked 72<sup>nd</sup> in NIRF 2020 by MHRD  
#163, Brigade Road, Bengaluru - 560025, Karnataka, India

# Call for Participation

Five Days National Level FDP  
on

## **Case Study Writing in Commerce and Management**

25<sup>th</sup> – 29<sup>th</sup> October 2021

*Organized by*

**SJCC Research Centre**

*sponsored by*

**AICTE Training and Learning Academy (ATAL)**  
**All India Council for Technical Education (AICTE)**



## About the College

The commerce department was established in 1949 at St. Joseph's College (estd. 1882) which was moved to 163, Brigade Road campus in 1972 to become an independent college viz. St. Joseph's College of Commerce (SJCC). The College has been serving as a beacon of light in the city of Bangalore, emphasizing teaching, learning and research activities in the field of Commerce and Management. The institution offers programs for both undergraduate and postgraduate students and has around 3200 students. It has a well-established Research Centre of Bengaluru City University

SJCC was conferred autonomous status in October 2004 and recognised as a " College with Potential for Excellence" in February 2010 by UGC. The college is re-accredited with 'A++' grade by the National Assessment and Accreditation Council (NAAC) in February 2021. It has been consistently ranked within the top 100 colleges by National Institutional Ranking Framework (NIRF), MHRD. Since its inception, the institution has been a state-of-the-art space for Commerce and Management Education. The College aims at the integral formation of its students, helping them to become men and women for others.

## About the SJCC Research Centre

The Research Centre of St Joseph's College of Commerce (Autonomous) was recognized by Bangalore University in 2010 to conduct a research program leading to PhD degree in Commerce. The centre promotes learning culture by organizing diverse research programmes throughout the academic year. This includes seminars, conferences, workshops, experiential workshops, short-term training programmes and many more. The activities organized by the centre helps in inculcating research and learning aptitude among teachers, research scholars, students and industry professionals. The Centre, through its inclusive research policies motivates teachers to take up funded research projects, publication of research work and maintaining ethics in their endeavors, social relevance and publication. The institution encourages faculty members to effectively utilize the resources provided by the Research Centre, specifically to take research projects approved by UGC, ICSSR and the Planning Commission. It also publishes a biannual peer reviewed journal, and a student research compendium. The Centre is committed to extending training programmes to teaching fraternity research scholars and global academia at large.

## About the FDP

Case study method is one of the most impactful learning approaches which combines academic theory and framework with practical applications. It offer realistic understanding of complex situations. In technical education like that of commerce and management, the comprehensive writing of a situation/event fosters rich learning experience for case writers. Our case workshops is an endeavor to train high-potential faculty in case writing so as to foster case writing and case teaching culture in Indian institutions. The designed sessions will enable the participants to understand and critically reflect on a range of methods engaged in developing a case. Researchers, students and practitioners across disciplines will benefit from this FDP as it encompasses not only the basic concepts, techniques of case methods, but also intends to cover the entire loop of research by addressing the final outcome, i.e. publishing research output in form of case studies.

## Objective of the FDP

The key objective of the FDP is to develop case writing skills among the teaching fraternity and to:

- To provide insights on structuring a case and teaching notes
- To discuss the case teaching and evaluation of students
- To make a choice of the right journal for publication of the case study



### Topics to be covered

- Importance of case writing
- Prerequisites for case writing
- Preparing a case Study
- Reporting case Study
- Developing teaching note
- Challenges, remedies, and trade-offs in writing cases

### Pedagogy

Practical examples group discussions, conceptual lectures and experience sharing are some of the techniques that would be employed. Tailor made guidance may be provided in interactive sessions. The participants would be expected to actively participate as well as invest time and effort.

### Resource Person

Experienced faculty and industry experts from premier institutions of the country will deliver the sessions.

### Target Audience

The intended participants for the FDP would include faculty members from AICTE approved institution, research scholars, research staff, high school teachers, academic community across technical disciplines. Interested participants would be requested to come to the FDP with an idea that they would like to develop their own case studies.

### Registration Process

Online Registration Link: <https://atalacademy.aicte-india.org/signup>

Click on the tab 'Workshop' (on left hand side). Then select

State: Karnataka

Month: October

Thrust Area: All

Mode: Online

Application ID: 1614733042

Date: 25th – 29th October 2021



Click the plus icon to apply. Participants will be selected on the first come first-serve basis. Confirmation will be sent via email to the participants. Number of seats are limited to 100. Candidates are advised to register early to avoid any disappointment.

After successful registration, participants are requested to join the official group for communication on 'WhatsApp'. The link to join the official group would be provided in the confirmation email.

**There is no registration fee for the participants. As per AICTE guidelines, certificate will be issued to the participants who will attend the programme with a minimum 80% attendance and obtain 60% marks in the assessment**

For further clarification, please contact the FDP convener on [aictefdp@sjcc.edu.in](mailto:aictefdp@sjcc.edu.in)

## Important Dates

Deadline for submission of application	10 <sup>th</sup> October 2021
Intimation of acceptance of application	20 <sup>th</sup> October 2021
FDP dates	25 <sup>th</sup> – 29 <sup>th</sup> October 2021

### Chief Patron

Rev. Fr. Brain Pereira SJ  
Vice President - BJES

### Parton

Dr. Charles Lasrado , SJ  
Principal

### Advisory Committee

Rev. Fr. Pradeep Anthony, SJ Finance Officer Dr.  
Dr. Augustin Amaladas, Registrar  
Ms. Sneha S. Rai, Vice Principal (Shift I)  
Dr. D. Raja Jebasingh, Vice Principal (Shift II) Dr.  
Sridhar L.S., Member Research Centre

### FDP Convener

Dr. Deepika Joshi  
Assistant Research Director

### Organizing Committee

Mr. Vinay Pradeep C., Assistant Professor  
Ms. Natya Bopann, Assistant Professor  
Ms. Sharon P.V. Assistant Professor  
Ms. Jethina James, Assistant Professor

### Address for Communication

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