



CASE METHOD WORKSHOP

MARCH 28TH AND 29TH, 2016

The Indian Institute of Management Calcutta Case Research Centre (IIMCCRC) is organizing a two-day workshop on the Case Method on the 28th (Monday) & 29th (Tuesday) of March 2016.

Tentative Workshop Outline:

Day 1	Morning Session	Teaching with Cases by <i>Prof. Philip Zerillo</i> , Singapore Management University
	Afternoon Session	Writing Effective Case Studies by <i>Prof. Philip Zerillo</i> , Singapore Management University
Day 2	Morning Session	Art of Case Writing by <i>Ms. Havovi Joshi</i> , Singapore Management University
	Afternoon Session	SHOWCASE – Selected case presentations from the IIMCCRC case repository

Registration:

Registration fee for the workshop is INR 6,000 plus applicable service tax. It includes workshop materials, program dinner on day 1, lunch on both days and refreshments for the participants. Click [here](#) to register online.

Latest date of registration is 28th Feb 2016

Facilitators:



Prof. Philip Charles Zerillo is the Dean of Postgraduate Professional Programmes at Singapore Management University (SMU). He is also the Executive Director of Case Writing Initiative at Singapore Management University and the current chairman of the board at Thammasat University in Thailand. Dr. Zerillo was the Graduate Dean and Director of the MBA Program at the University of Texas at Austin before moving to Emory University. He joined the University of Texas at Austin in 1993. After receiving his BBA from the University of Texas, where he received the University's "Most Outstanding Scholar Award" he spent 7 years in the finance industry. He went on to earn a Ph.D. in marketing from Northwestern University's J. L. Kellogg School of Management.



Ms. Havovi Joshi is the Head of Communications and Dissemination for the Centre for Management Practice at Singapore Management University. She has over 20 years experience in international banking and consulting services. Havovi graduated from the University of Delhi with a B.A. in Mathematics, followed by Masters in Business Administration from the Indian Institute of Management, Ahmedabad in India. Havovi is a prolific writer and authority on case writing, having published a substantial number of case studies. She has also run professional case writing and teaching workshops.

Contact us:

If you have any questions about the workshop, please contact:

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