



Workshop on Developing Multimedia Case Studies

23 MAY 2020

Venue: AIMA, New Delhi

Introduction

Since the time when case teaching was first introduced at Harvard Business School, it has been considered as essential component of participative management teaching.

Over a period of time management teaching is witnessing a shift in the profile of management students, their interest in learning, attention and engagement.

Compared to the traditional teaching pedagogies, the application of multimedia teaching cases are providing more advantages.

- Real case scenarios can be created in class room, which can stimulate student learning.
- Multimedia cases trigger multiple learning through sensory organs and help student absorb knowledge from multiple dimensions.
- Multimedia cases demonstrate better understanding of perspective, consolidation of idea and supplements main case issues.

But the major challenge with multimedia cases are:

- Selecting the right case in terms of authenticity, purpose, relevance, flow
- Developing a multimedia case in terms of context, flow, information, actors, authenticity.
- Tools to be used in multimedia case: PPTs, video, interviews questionnaire, audio files, language, speech, websites, simulation, gamification.

Objectives of the Workshop

- Understand how to develop a multimedia case study and understand best practices.
- Understand how multimedia cases can enhance the learning of a management student.

Session Plan

- Summary of what is a case-study and how it is used in the classroom.
- Impact of technology on case based pedagogical methods.
- Introduction to different kinds of multi-media case-studies.
- Examples of using multi-media case-studies and assignments in class.
- Some technological resources for case-based pedagogy.
- Summary of the day and key take-aways

Speaker Profile

Jyothi Bachani

Faculty Member, Saint Mary's College, Moraga, CA. Strategy making in business and nonprofit organizations, management of technology and innovation, mindful use of technology for creating sustainable futures, Humanistic Management, experiential pedagogy, simulations and case-studies, are some of the words to describe my interests in teaching and scholarship.

View Detailed Profile [CLICK HERE](#)

Registration Fee (+ GST as applicable)

Corporate:	Rs.8500/-
Institutional AIMA Member / Academicians/ PhD Students/ Research Scholars	Rs.5000/-

Group of 3 members from same Institution can avail a discount of **Rs.500/-** per candidate. Cheque / DD to be drawn in favour of AIMA, payable at New Delhi. The last date to apply is **01st May 2020**

NOTE: This is a non-residential programme. Guidance for accommodation can be given. Please contact minimum one week prior to the workshop. Please note that No TA/DA will be paid for attending the workshop.

Contact Details

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