



FACULTY DEVELOPMENT PROGRAMME
ON
**CASE METHOD TEACHING
AND CASE WRITING IN
AGRIBUSINESS**

October 3-5, 2018
MANAGE, Hyderabad

INTRODUCTION

Agribusiness education has emerged as a separate academic discipline globally, which has reoriented the agricultural education in India as well. With the rising need of managerial manpower in food and agricultural companies, most of the State Agricultural Universities (SAUs) along with other academic institutions across the country have developed agribusiness curriculum at graduate and post graduate levels. Teaching in management programmes need innovative pedagogy to meet the requirement of the industry. Therefore, it is quite imperative to build the capacity of agribusiness faculty members to improve their teaching style in agribusiness curriculum.

Case method teaching is one of the proven tool for ensuring effective learning. Case method teaching connects with real business situations and provides the opportunity to discuss the business constraints in getting the optimal solutions. Ensuring class participation is key for stimulating critical thinking among the students; therefore, it is quite important to guide the instructors on moderating and managing the class discussion to minimize the leaning and encouraging them to contribute in the case study knowledge base.

OBJECTIVES OF THE PROGRAMME

This programme aims at building the capacity of agribusiness faculty members on case method teaching and writing case studies related to food and agribusiness. Specific objectives of the programme are as follows:

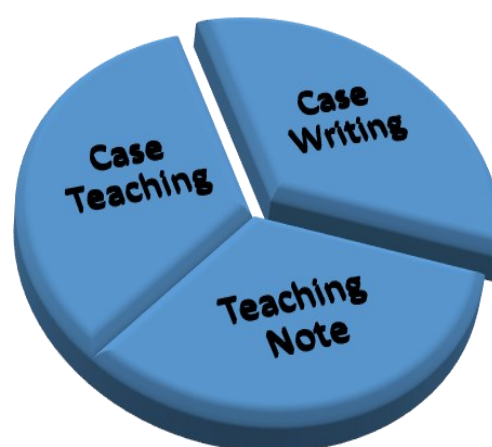
- Sensitize the food and agribusiness faculty members on process of identifying and using a case

study for enhancing teaching effectiveness.

- Provide practical exposure and hands on training on writing a case study related to food and agribusiness.
- Discuss the process of preparing a teaching note along with case writing to enhance the classroom learning.

PROGRAMME CONTENT/ MODULE

The program will be divided in 3 modules. Module 1 will focus on the process of selecting and using a case study for effective learning. Module 2 would highlight the process and structure of writing a case study on food and agribusiness issues. Finally, module 3 will focus on writing a case teaching note for providing the guidelines for case study usage. All participants are encouraged to come with a draft case study for practical experience on case writing.



National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)
Rajendranagar, Hyderabad—500 030, Telangana, India
Website: www.manage.gov.in

PEDAGOGY

A suitable combination of classroom discussion, group work and experience sharing to be used for effective delivery of the program.

WHO SHOULD ATTEND

The programme has been specifically designed for agriculture, food and agribusiness faculty members of ICAR, SAUs and SAMETs. The faculty members of other food and agribusiness institutions may also attend this program on payment basis @ Rs. 6000 per participant.

PROGRAMME FEE & ACCOMMODATION

There is no course fee and free boarding & lodging will be provided at MANAGE Guesthouse for faculty members working in government establishments such as ICAR, SAUs, SAMETs. The TA/DA of the nominated faculty members has to be borne by the nominating organisations.

DURATION

October 3-5, 2018 (3 days)

VENUE

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

CERTIFICATE

Certificate of Participation will be provided to the participants after completion of the programme.

PROGRAMME DIRECTOR

Dr. Jabir Ali is Director at Centre for Knowledge Management, ICT and Mass Media in Agricultural Extension in the Institute. He has been trained at **Harvard Business School**, Boston, USA on **Case Writing** and Participant-Centred Learning. He has more than 16 years of academic experience in organizations of repute such as Centre for Food & Agribusiness Management, Indian Institute of Management, Lucknow. His areas of interest in teaching and research include ICT in Agriculture, Agribusiness Business Environment and Policy Analysis, International Trade Logistics and Agribusiness Supply Chain, Agricultural Commodity Futures and Options, Social Marketing and Social Entrepreneurship.

He has published more than 40 research papers in refereed national and international journals and undertaken more than 45 research and consultancy projects for various public and private sector organization. He has also organized more than 30 Management Development Programmes for senior and middle level executives in the area of food and agribusiness including 2 **Case Writing Workshops** for **NABARD** faculty members. He has earlier contributed in academic administration as Principal, ICCMRT Lucknow, Chairman, Management Development Programme Centre (Executive Education), IIM Lucknow and Chairman, Centre for Food and Agribusiness Management, IIM Lucknow.



Please send your nomination to the Programme Director on following address:

Dr. Jabir Ali, Director (Knowledge Management, ICT & Mass Media)
National Institute of Agricultural Extension Management (MANAGE)
(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)
Rajendranagar, Hyderabad - 500 030, Telangana, India
Email: jabir.ali@manage.gov.in

