

Department of Business Administration

Assam University, Silchar

Organizes

5 DAY

FACULTY

DEVELOPMENT PROGRAM ON

BUSINESS CASE STUDY

DATE: 20-24th May 2024



**ASSAM
UNIVERSITY**



FDP OVERVIEW

Business case studies are an integral part of management course curriculum as well as industrial discourses. The present-day educational system emphasizes learning by doing which is more prevalent in the case of management education. Further with the growing emphasis on the convergence of academics with industrial practices, case studies become an indispensable mode of classroom teaching and learning.

Background

The irreversible process of globalization has brought many major transformations and challenges like intensified competition, mergers and acquisitions, technological innovations, workplace resilience, Artificial Intelligence,, machine learning, etc. This phenomenon has produced diverse business problems seeking appropriate solutions. Case references are one of the possible means to find prudent solutions.

OBJECTIVE

Against this backdrop, the Department of Business Administration, Jawaharlal Nehru School of Management Studies, Assam University, Silchar is going to organise 5-day FDP on business case studies. The program shall embrace eminent resource persons from different corners of the country to cover three distinct aspects viz; *Case Writing, Publishing and Teaching.*

WHO SHOULD ATTEND

Faculties, Researchers and Industry Practitioners are invited to attend this program to enrich their exposure to diverse business cases. This will give an opportunity to the participants to learn from eminent personalities about developing case ideas, case writings and case publications. Further, it would add value to the faculties in classroom teachings.

ABOUT ASSAM UNIVERSITY

Assam University is a Central University located at Silchar, Assam, India. It was founded in the year 1994 by the provisions of an act enacted by the Parliament of India. The university has sixteen schools which offers Humanities, Languages, Environmental Sciences, Information Sciences, Life Sciences, Physical Sciences, Social Sciences, Law, Technology and Management Studies.



ABOUT SILCHAR

Silchar is a city and the headquarters of the Cachar district of the state of Assam, India. It is second largest city of Assam after Guwahati in terms of area, population and GDP. It is also administrative capital of Barak Valley division. It is located 343 kilometres (213 mi; 185 nmi) south east of Guwahati.

ABOUT JAWAHARLAL NEHRU SCHOOL OF MANAGEMENT STUDIES

Established in 1997, the Jawaharlal Nehru School of Management Studies, Assam University (JNSMS-AU) has consolidated its position over the years as one of the premier B-Schools in this country. JNSMS-AU has been accredited consecutively by national rating agencies as the Outstanding B-School in Eastern and Northeast India. The central focus in JNSMS-AU has been on developing in students a strong bond with their Indian roots while persistently inspiring and enabling these learners to acquire global vision and competency of a global scale.

REGISTRATION FEES

CATEGORIES	FEES
Industry Practitioners	Rs. 1500/-
Faculties	Rs. 1000/-
Research Scholar	Rs. 500/-

IMPORTANT LINKS

REGISTRATION LINK

<https://bit.ly/BusinessCaseWriting>

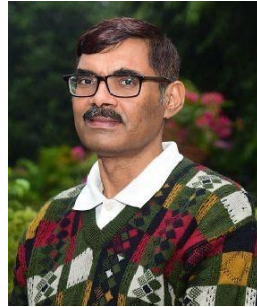
LAST DATE OF REGISTRATION

15th May, 2024

RESOURCE PERSONS



Key Speakers



Prof. Bhaskar Basu
Xavier Institute of
Management, Bhubenshwar



Prof. Soumyajyoti Datta
Xavier Institute of Management,
Bhubenshwar



Dr. Kaushik Bhattacharjee
IBS, Hyderabad

CASE RESOURCES

Cases for this program are provided by Harvard Business Publishing Education.

Selected cases shall be published with publisher of international repute

CONFERENCE COMMITTEE



Event Director

Prof. H R Singh
Dean, JNSMS

ADVISORY COMMITTEE



Advisor
Prof. Arup Barman
HOD, DBA



Advisor
Prof. Amrit Lal
Ghosh



Advisor
Prof. Debomalya
Ghose

CO-ORDINATORS



Dr. Joyeeta Deb
DBA, JNSMS
Co-ordinator



Dr. Lurai Rongmei
DBA, JNSMS
JT- Co-ordinator

VENUE: Department of Business Administration, Jawarharlal
Nehru School of Management Studies,
Assam University, Silchar

FEES TO DEPOSITED

THE REGISTRATION FEES SHALL BE PAID AS PER THE FOLLOWING DETAILS

ACCOUNT NAME: ASSAM UNIVERSITY REVENUE A/C

BANK ACCOUNT NUMBER : 20050100000007

IFSC CODE : UCBA0002005

BANK NAME: UCO BANK

BRANCH : ASSAM UNIVERSITY, SILCHAR

QR CODE



CONTACT US

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Dr. Lurai Rongmei

Ph- 9101290696

Email: lurai79@gmail.com

ACCOMODATION

Accommodation will be provided in the Assam University Guest House

***First Come First Serve Basis*.**

Accommodation is limited to 10 occupants only.

Assam University will help the participants in making accommodation arrangements in nearby hotels. Kindly intimate your requirements in