

DEPARTMENT OF MARITIME MANAGEMENT



B.K SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES

CASE STUDY WORKSHOP

28th – 29th March, 2022

FEES: 500 Rs

TOPICS

- ⇒ APPROACHES TO CASE WRITING
- ⇒ TEACHING CASE STUDY IN CLASSROOM
- ⇒ EVALUATING A GOOD CASE STUDY
- ⇒ UNDERSTANDING THE CASE
- ⇒ PREPARING & USING TEACHING NOTES
- ⇒ BUILDING THE CASE
- ⇒ PUBLISHING THE CASE

EXPERTS

Dr Hemant Trivedi

Visiting Professor(PhD (Marketing),
FDP-IIM (A), Fellow-ICA,
MBA (Marketing), (BBA)
Provost, C U Shah University,
Surendranagar

Dr. Margie Parikh

Professor
B.K. School of Business
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For participation click the link

https://bit.ly/BK_CaseStudy_Workshop

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