



The Institute of Chartered Financial Analysts of India University, Jharkhand

Press Release

Workshop on Case Study Method of Teaching conducted at ICFAI University

18th June 2019

A Faculty Development Workshop on Case Study Method of Teaching was conducted at ICFAI University, Jharkhand by Dr Hari Haran, former General Manager of Management Training Institute (MTI) of SAIL.

Addressing the faculty members on the occasion, Prof O R S Rao, Vice-Chancellor of the University said, " Our University is keen to increase the use of Case Method of Teaching in all of our programs, as it helps in imparting concept application skills and decision making skills in the students. The objective of this workshop is to improve the skills of our faculty members to deploy the case method more effectively in the class rooms". "Election campaign conducted by Bharatiya Janata Party (BJP) in the recent general election is a live Management Case Study ,with a lot of learning for the students ", added Prof Rao.

Dr Hari Haran highlighted to the participants the need for using a systematic methodology for deploying Case Method so that learning of the students is improved. It includes selection of the appropriate case study, preparedness of the students, facilitating discussion and presentation of the outcomes of the discussions. Faculty members were divided into small groups and were guided on the case study discussion and presentations.

Subsequently, the teams discussed various management aspects of BJP's recent election campaign, like strategic segmentation of the voters, understanding the requirements of the different sections of the people, media selection (physical as well as digital media), design and delivery of key messages, feedback mechanism etc.

About the ICFAI University Jharkhand: The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. The University is committed to Grooming its students into Competent Professionals, with Good Personal Values and Ethics. The University offers a range of vocation oriented Under Graduate and Post Graduate programmes, which include, MBA, MCA, B Tech, BBA & BCA, Diploma in Technology (Polytechnic) and B.Com (Honours) . Besides, it offers part-time PhD program in Management for working professionals. More details on the University can be found, by visiting its website at www.iujharkhand.edu.in or its Face Book page at www.facebook.com/icfaijharkhand.