

Adikavi Nannaya University

Adikavi Nannaya University (ANUR) was established in March 2006 by an act of the Andhra Pradesh Legislature (Act 28) in March 2006 at Rajahmundry, E.G. Dt. A.P. The mission of the University is 'sarvatravidyayavardatepraja' denoting enriching people through education. ANUR has been striving to make India a knowledge society/economy. It offers students a remarkable range of academic courses that are paired with an extraordinary breadth of extracurricular activities and opportunities for research, independent study and public service. It is striving to be an active contributor to the ever expanding field of knowledge under the able guidance and vision of the Vice Chancellor.

Department of Commerce & Management Studies

ANUR, *inter alia*, promoted Department of Commerce & Management Studies (DCMS) as one of the Departments of the University with a commitment to carve the Department as one of the premier business schools in Andhra Pradesh and impart management wisdom to the prospective efficient and energetic managers. The Department of Management Studies has been toiling to emerge as centre of excellence in management education. The mission of the Department is to contribute to the evolution and enrichment of management education, applicable in various walks of life through research, consultancy, teaching and constant industrial collaboration and interaction. It has succeeded in maintaining consistency in producing prospective managers in sync with industry requirements.

About Rajahmundry: The biggest attraction in Rajahmundry is the river Godavari with Asia's largest rail-cum-road bridge. Sir Arthur Cotton built an anicut (dam) in Dowleswaram. Rajahmundry is also a place for great poets. The first poet of Telugu, 'Adikavi' Nannaya of the 11th century, hails from this city. Sri Chilakamarti Lakshmi Narasimha Pantulu, Vaddadi Subbarayakavi, 'Kavisarvabhowma' Sripada Krishnamurthi Sastry, Sri Madhunapantula Satyanarayana Sastry, Mallampalli Sarabheswara Sarma, Bulusu Venkata Rama Murthy, Kottapalli Satya Srimannarayana, Dr. Ravula Suryanarayana Murty are other poets of the 20th century are products of this city. Sri Kandukuri Veeresalingam, a renowned social reformer also belongs to this place. Rajahmundry is one of the main Hindu pilgrimages surrounded with ancient temples such as the Markandeya, Kotilingeswara, Annaram and Bhadrachalam Devasthanams. Other popular spots are the Papi Hills which has spectacular waterfalls, Pattiseema, known for film shootings, and the Rallabandi Subba Rao museum which has an interesting collection of coins, sculpture, and pottery and Palm-leaf manuscripts. It is also known as the Cultural Capital of Andhra Pradesh State.

ORGANIZING COMMITTEE

CHIEF PATRON

Prof.A.V. Prasada Rao Vice-Chancellor(I/C), ANUR
Rajamahendravaram

PATRONS

Prof.P.Suresh Varma, Rector, ANUR,
Rajamahendravaram

Prof.S.Teki, Registrar, ANUR, Rajamahendravaram

Co-Directors of the Workshop

Dr.P.Uma Maheswari Devi , Dr.N.Uday Bhaskar
ANUR, Rajamahendravaram

Advisory Committee

Prof. Asish Bhattacharya, Indian Institute of Corporate affairs,
Manager, NCR, New Delhi
Prof. B. Rajashekhar, University of Hyderabad, Hyderabad
Prof. H.M. Thakar, Kolhapur University, Kolhapur
Prof. Karuna Jain, IIT, Mumbai
Prof. K. N. Krishna Kumar, IIFM, Bhopal
Prof. M. Algawadi, Central University, Karnataka, Gulbarga
Prof. Madhu Verma, IIFM, Bhopal
Prof. Namrata Agrawal, NIFM, Faridabad
Prof. P.K. Jain, IIT, New Delhi
Dr. P.R. Devi Prasad, Director, Fiscal Policy Institute, Bangalore
Prof. R.K.Mishra, IPE, Hyderabad
Prof. R P Raya, Pondicherry University, Pondicherry
Prof. R. Ravi Kumar Professor, IIM, Bangalore
Prof. V.Krishna Mohan, DCMS, Andhra University
Prof. Seema P Joshi, North Maharashtra University
Prof. V. VenkataRamana, University, Hyderabad,
Prof. Jeemol Unni, Director, Institute of Rural Management' Anand
Sri. C.S. Reddy , CEO & Managing Director, APMAS, Hyderabad

Co-Conveners of the Workshop

Dr. G. Rajendra Prasad, Assistant Professor, DCMS
Dr. A.S.Padmavalli, Assistant Professor, DCMS
Mr.A.Srinivasa Rao, Assistant Professor, DCMS
Mr.J.Ravi Sankar, Assistant Professor, DCMS
Dr.M. Ramesh, Assistant Professor, DCMS
Dr.G.Alice Joy, Assistant Professor, DCMS
Mr.ISN. Raju, Assistant Professor, DCMS
Mr.M.Johar Krishna, Assistant Professor, DCMS
Mr.V.Venkateswarlu, Assistant Professor, DCMS

FACULTY DEVELOPMENT WORKSHOP

On

Case Study Method of Teaching

7th & 8th March, 2019



Organized

By

Department of Commerce & Management Studies
Adikavi Nannaya University
Rajamahendravaram-533296

Visit us at www.aknu.edu.in

About the Workshop

Teaching-Learning styles are changing in recent times. Today teaching progressively moved from being lecture-based to one that is more student-centric and participation oriented. Case study methods have gained importance as an alternative pedagogical tool to the traditional class room teaching methods in case of business management studies. Business decision making is often marked by ambiguity, uncertainty and limited information. Case study brings real management situation into the class room where learners are exposed to a thought provoking business decision making environment. Case method effectively sharpens logical and analytical skills of management studies and improves the ability to communicate. Thus, it makes Management education student-centric, interesting and challenging. Therefore, there is a need for developing qualitatively rich cases suited to the Indian business environment.

Significance of the Workshop

This interactive Workshop will train the participants in case based teaching and prepare them for writing cases for classroom and publication. The curriculum at business school around the world has been based on the analysis of real world cases. Teachers have found that an occasional, case study can help them assess students ability to synthesize, evaluate and apply information and concepts learned in class lectures and text. There will be discussion and hands on exercise to understand this internationally used tool in management educations. Since most of our students do not have industry experience, they can understand the theory and practice of management better in the context of case studies of various organizations. In addition to this, the work shop also focuses on imparting training on effectively handling student project works.

Resource Persons:

Prof.B.Raja Shekhar

School of Management Studies, University of Hyderabad, Hyderabad.

Dr.Irala Lokananda Reddy

School of Management Studies, University of Hyderabad, Hyderabad.

Dr.D.V.SrinivasaKumar

School of Management Studies, University of Hyderabad, Hyderabad

Important dates:

Last Date for Registration : **5th March, 2019**

However spot and cash Registration facility will be available on 07-03-19 in special cases. Soft copy of the registration should be emailed to

hoddcmsanur@gmail.com

Registration fee	(Rs.)
Industry and Policy makers and Practitioners	1000/-
Academicians & Scholars	500/-

Fee is inclusive of admission into workshop for all sessions, lunch, and tea. Accommodation will be available on payment basis on first come first serve basis.

Registration Form

Faculty Development Workshop

on

Case Study Method of Teaching

Name (in Capital Letters) -----

Designation -----

Institute/Organization -----

Address -----

Phone: -----

E-mail: -----

Details of Demand Draft: (To be drawn in favor of Head, DOMS, and Payable at Rajahmundry

Name of the Bank:

Amount: ----- DD No: -----

Date: -----

(Please send your Registration form along with demand draft on or before 5th March, 2019)

Or

NEFT to

A/c Holder Name: Head, Department of Management Studies

A/c No. 062610100036765

IFSC Code: ANDB0002381

Bank Name: Andhra Bank, Velugubanda Branch

(Please inform the transaction number)

Date: Signature:

For further details, please contact

Dr.N. Udaya Bhaskar

Co-Director, DCMS

Adikavi Nannaya University

Dr.P.Uma Maheswari Devi

Co-Director, DCMS

Adikavi Nannaya University

Contact

nudaybhaskar@gmail.com

9490450510(M)

umdevi_4@yahoo.com

9908727913 (M)

www.aknu.edu.in