



**Universal
Business
School®**

"Transforming Lives"

Knowledge Partners



INTERNATIONAL CASE STUDY CONFERENCE & WORKSHOP ORGANIZED BY UNIVERSAL BUSINESS SCHOOL

**UBS INTERNATIONAL
CASE STUDY CONFERENCE
&
WORKSHOP
2022**

Last date of
submission
18th Nov 2022

Mode :
Hybrid
(Online+Offline)



 24th to 26th November, 2022

About the Host Institution

Universal Business School (UBS) was established in the year 2009 by CEOs, who have headed multibillion dollars MNCs in 100+ countries. UBS is also endorsed by 60 CEOs which makes it unique among other B-Schools. The founders have brought global best practices by establishing a fully residential campus of exceptional quality near Mumbai. UBS is approved by AICTE, Government of India, accredited by NBA and AIU. UBS follows the 3E model, which stands for Ethics, Environment and Experiential Learning.

Universal Case Research Center

The Case Study method is one of the best pedagogy methods which is used by most of the academicians in the management programs to enhance the experience of learners regards to the business problems and its solutions. This pedagogy is also used by corporate trainers to present the situation of different businesses and its expected solution, as the case study method is highly valuable and impactful. However, writing a case study is difficult task and it requires certain skills and knowledge. The Universal Case Research Centre (UCRC) has addressed this gap by collaborating with academicians and corporates.

Advisory Board



Ms. Vicky Lester
Chief Executive Officer
The Case Centre, UK



Dr. Alkis Thrassou
Cyprus (EU); Professor,
University of Nicosia, Cyprus



Mr. C. Ramakrishna
Executive Director,
AMDISA, Hyderabad,
India



Mr. Tarun Anand
Chairman & Founder, UBS;
Fmr. Chairman & MD,
Thomson Reuters, South Asia



Prof. Munawwar Ahmed
Riyadh (Saudi Arabia);
Case Writer & Reviewer,
The Case Centre

Objectives of Case Study Conference & Workshop

The primary goal of this case study conference & workshop is to train and equip faculty, researchers and corporates regard to case writing methodology and approaches, as well as to assist them in developing the confidence and abilities required for producing quality case studies. This case study conference & workshop also aims to foster a case writing culture in Indian Business School.

- Approach business houses for collaborating on case writing.
- Collect data and facts for writing the case
- Structure a case study
- Write a real-life case on a business problem
- Prepare teaching notes
- Publish a case study



Who should Attend?

The Case Study Conference & Workshop is appropriate for all writing enthusiasts. This is primarily meant for, though not limited to:

- Faculty in academic institutions who would like to write and adopt the case method in their classrooms.
- Research Scholars/Doctoral students who would like to use the case method as part of their research.
- Corporate delegates who would like to document their best practices.



Unique Features of the Program

Experiential learning method during the program

Higher participants' engagement & skill development

Outcome-based, high return on time & investment

One on one mentoring

Post program support for publication/teaching of the case study

Workshop Fees

| Participant | Fees (Including GST+Other charges) |
|--|------------------------------------|
| Faculty / Academician / Research Scholar | 5000 INR / equivalent USD amount |
| Corporate | 7500 INR / equivalent USD amount |

Certification

Certificate will be provided to all the candidates after successful completion of the workshop & presentation. Attendance is compulsory.

Registration

Please Click link below

<https://forms.gle/rSQSe7i9wtSQpNZG9>

Payments to be done at :

Acc. No. : 50200031724579
IFSC : HDFC0002973
Acc. Name : Strive India Education Foundation

OR

Scan & Pay



Awards

Best Case Study Presentation 30000/-

Runner Up 20000/-

Resource Person - Prof. Ketan Gandhi

He is the founder of KgGuruji Consulting services and comes with over 28 years Industry experience having worked with companies like Suzlon where he was the business head with P&L responsibility of Rs. 1,500 Crores. Starting with a basic engineering degree, Prof. Gandhi has completed his Executive Education with Harvard and IIM Ahmedabad. He is a certified case writer and published cases in leading case research journals. More than 3000 faculty members have attended his online, hybrid and in person case writing & case method workshops.

Convener | Dr. Asha Bhatia | 9820 983 513 | ubscsc2022@ubs.org.in

Co-ordinators : Prof. Guruprasad M 9850981448 | Dr. Ansari Sarwar Alam 9860138976 | Prof. Piya Ghosh 9453994594 | Dr. Najib Farhan 9557409223

For more details visit <https://universalbusinessschool.com/Case-Study>