

## Day 1:

18th July 2018

Session 1 - 9:00 am – 10:30 am

Participant-Centered Learning

Dr. Zeeshan Ahmed

- Introduction to the Program
- Pre-requisites for Teaching Excellence
- Participant-Centered Learning: How to make Every Classroom a Dynamic and Truly Engaging Experience

Reading 1: Managing Discussion (Chapter 7)

Reading 2: Action Learning (Chapter 12)

Teaching Management: A Field Guide for Professors, Consultants and Corporate Trainers by James G.S Clawson & Mark E. Haskins, Cambridge University Press

Tea / Coffee Break 10:30 am – 11:00 am

Session 2 - 11:00 am – 01:00 pm

Participant-Centered Learning

Dr. Zeeshan Ahmed

- Participant-Centered Learning: How to make Every Classroom a Dynamic and Truly Engaging Experience (continued ....)
- Exercises and Participant Experiences

Lunch & Prayer Break 01:00 pm – 02:00 pm

Session 3 - 2:00 pm – 3:30 pm

Case Teaching

Dr. Jawaid Ghani

- Introduction to Case Method
- Reading: A Rose by Any Other Name

Tea / Coffee Break 3:30 pm – 4:00 pm

Session 4 - 4:00 pm - 5:30 pm

Case Teaching

Dr. Jawaid Ghani

- Preparation and Effectively Managing Case, Balancing Content and Evaluation
- Case discussion

## Day 2:

19th July 2018

Session 5 - 9:00 am – 11:00 am

Experiential Learning

Dr. M.Athar Siddiqui

- Understanding Experiential Learning (EL)
- The need for EL in Management Education
- EL Activity

Tea / Coffee Break 11:00 am – 11:30 am

Session 6 - 11:30 am – 1:00 pm

Experiential Learning

Dr. M.Athar Siddiqui

- Activity Debrief
- Drawing Theory from EL
- Issues in Applying EL

Tea / Coffee Break 11:00 am – 11:30 am

Session 7 - 2:00 pm – 4:00 pm

Panel Discussion

Dr. Jawaid Ghani

Dr. Zeeshan Ahmed

Dr. M.Athar Siddiqui

- Key Takeaways – Short Presentations
- Sharing and Integrating Knowledge – Open Forum Q&As
- Closing Note

Certificates Distribution  
4:00 pm – 4:30 pm

Closing Tea / Coffee  
4:30 pm – 5:00 pm



NATIONAL BUSINESS EDUCATION ACCREDITATION COUNCIL  
HIGHER EDUCATION COMMISSION



# Workshop on Case Teaching and Contemporary Methods

on 18th - 19th JULY 2018

Organised by:

NBEAC - T&D WING, ISLAMABAD

www.nbeac.org.pk

# Case Teaching and Contemporary Methods



Pursing excellence in management education has never been more challenging - and more exciting - as it has become today. More than ever, the class-room experience for budding managers need to be more engaging, hands-on and relevant to the challenges they are likely to face in the real business world.

## Workshop Content

The workshop on "Case Teaching and Contemporary Methods" is designed to precisely achieve this end. The workshop focuses on three areas:

- (i) Case Teaching,
- (ii) Participant-centered learning
- (iii) Experiential learning methods.

The workshop will conclude with a panel discussion on how to integrate the various pedagogical tools as part of the business school curriculum, and how best to prepare graduates for the demands on the market.

## 1. Case Teaching

The case method is based on the premise that management is basically a set of skills rather than a set of concepts and techniques; that skills are best "learned" rather than taught; and that skills are best learned by practicing decision-making via "simulations" of real-life managerial situations. Cases thus, are essentially simulations of problems faced by managers in a variety of business contexts.

The workshop will allow participants to observe the case method of teaching, by themselves actively participating in a case class. Participants will themselves debate and be asked to draw conclusions on the tradeoffs involved in "teaching efficiency" versus "learning effectiveness" and between "content" versus "process". Topics will include

## Learning Outcomes:

- How to prepare for a case class.
- How to effectively manage a case class.
- How to balance content and process.
- How to evaluate and grade a case class.

## 2. Participant-Centered Learning

In addition to case-method, the workshop also covers a wide range of other contemporary teaching techniques that enhance learning by increasing students' level of classroom engagement. Studies show that student-focused instructional methods contribute significantly to students' involvement, as well as, perceived and real learning. The 'pedagogical toolkit' presented in this session would enable the academics in designing and planning their classes in a manner that would maximize the in-class learning experience.

## Learning Outcomes:

At the end of this session instructors would be able to:

- Transform their students into active learners by developing their intrinsic motivation and fondness for the subject;
- Identify and apply appropriate pedagogical techniques for fully engaging the participants in a high-energy classroom environment;
- Plan and deliver class sessions that would maximize participants' comprehension, retention and performance
- Select teaching methods that would promote students' cognitive and beha

## 3. Experiential Learning

Experiential Learning (EL) is broadly categorized as a pedagogical technique emphasizing on hands-on learning and deep process of reflection. In this session, the facilitator will orient the participants with variety of EL techniques, such as role-plays, exercises, simulations, reflective diaries, praxis etc. The participants will be exposed with practice of EL through a comprehensive hands-on exercise in the area of problem solving in teams. Using the participants' learning process as a tool, the facilitator will draw on relevant theory to establish the effectiveness of the EL technique as a driver of management knowledge. The session will also include teaching related issues to EL that will help the participants decide where and when to choose or avoid EL in the course design. Topics include: Understanding Experiential Learning, EL Practice - Exercise: Team Problem Solving Practice - Exercise, Theorizing from EL

## Learning Outcomes:

At the end of the session, the participants will know:

- The conceptual understanding of what constitutes EL
- How to think about incorporating EL in the management courses
- How to run an EL based activity
- What to achieve from the discussion of EL activity

## Who Should Attend

Case Teacher, Professor, Associate Professor, Assistant Professor, Research Assistants, Doctoral Candidates, Case Writers, Instructors & Lecturers.

## Facilitators

**Dr. Jawaid Ghani**  
Professor, KSBL

**Dr. Zeeshan Ahmed**  
Rector and Dean, KSBL

**Dr. Athar Siddiqui**  
Associate Dean, KSBL

Dates July 18-19, 2018

Learning Investment 25,000 PKR

Duration 2 days (9 am to 6 pm)

Workshop Partner Karachi School of Business & Leadership (KSBL)