



सत्यमेव जयते

Department of Higher Education
Ministry of Human Resource Development
Government of India



Mahatma Gandhi National
Council of Rural Education

Faculty Development Centre

(Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)

Mahatma Gandhi National Council of Rural Education

Department of Higher Education, Ministry of Human Resource Development, Govt. of India
Hyderabad

Organises

Online Faculty Development Programme

for Management Faculty of

Universities, Colleges and Higher Educational Institutions On

"Case Discussion Methodology for Strategic Management"

Under

Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching (PMMMNTT)

Ministry of Human Resource Development, New Delhi, Government of India

(All Programmes under PMMMNTT are valid for promotion under
CAS as per the UGC Notification dated 18th July, 2018)

- *Academic upgradation of teachers working in Universities and colleges*
- *Innovation and development in different areas of education.*
- *Focus on the role of Faculty of Higher Education, their areas of responsibility, methods of experiential learning and rural engagement.*

26th – 30th June 2020

Registration Fees is ₹1000 per participant (Rupees One Thousand Only)

Registration: <https://forms.gle/r7NsiVzJNxcXsnz7>

Email:mgncrefdp@gmail.com

About MGNCRE

Mahatma Gandhi National Council of Rural Education under the Ministry of Human Resource Development in Government of India strives to promote resilient rural India through Higher Education interventions. MGNCRE designs, develops and promotes curriculum inputs for higher education programmes offered by Universities and Autonomous Institutions in India. The higher educational streams of focus for MGNCRE include: Rural Studies, Rural Development, Rural Management, Social Work and Education. The curriculum inputs are both theoretical and practical field-related relevant to rural India.

Vision: To involve higher education curriculum in India in the process of building resilient rural India i.e., “Uthkrisht Gram for Unnat Bharat”

Mission: Formulate and recognise curricular inputs and accredit courses and higher educational institutions, which enable development of sustainable, climate and disaster resilient rural livelihoods.

The Council seeks to strengthen the rural higher education curriculum and the faculty members transacting it. Empowerment of the functionaries will be a well designed corollary. Capacity building and professionalization of Rural Institutes, skill development, entrepreneurship, livelihoods, community initiatives, creativity of local groups and proactive development action constitute the core content of MGNCRE research and interventions. The curriculum development programmes of MGNCRE mainly include Faculty Development Programmes, Workshops and Round table discussions. As part of its proactive and continuing Research and Training endeavour, the MGNCRE has to date initiated Research Projects in different parts of the country.

MGNCRE has established a Faculty Development Centre (FDC) under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching in its campus in Hyderabad to cater to the Faculty Development needs of all the Central and State Universities on the issues related to Gandhian philosophy and Rural Engagement.

PMMMNTT- MGNCRE FDC focuses:

- ✓ To enable faculty to engage in Case Discussion Methodology for Management (Rural Management) Curriculum transaction
- ✓ To ensure that Faculty Members of Teacher Education in various Universities adopt Experiential Learning – Gandhiji’s Nai Talim
- ✓ To enable faculty to conduct Action Research Project based Curriculum Transaction

Case Discussion for Strategic Management

Case discussion methodology is the essential experiential learning methodology for training through problem solving. Case discussion methodology for promoting management education especially Strategic Management is proposed here. The strategic management is an important part of an organization. A strong strategy ensures a better resilience and coping mechanism to an organization in case of any adverse situation. Having such strategies, have been proven a competitive advantage in today’s competitive world. There has been a paradigm shift in the management practices amid COVID-19. The Micro, Small, Medium Enterprises have been given more emphasis. Earlier the Strategic Management was limited to the large organisations, for the MSMEs the Strategic Management was a luxury but the Situation has been changed after the COVID-19 crisis. Now the Strategic Management is important for the MSMEs.

During this case discussion based course on Strategic Management, the emphasis will be to explore, identify, analyze and implement the Strategic Management with the context of MSMEs. This multi-dimensional approach equips the participants to tap the emerging and growing opportunities in the Strategic Management domain. This program will dwell into specially identified diverse opportunities imbued with general principles of management and the core subjects provide participants with the basic analytical, decision making and inter personal skills.

Emphasis will be on the MSMEs as these Enterprises had limited exposure to the Strategic Management especially for the Rural Enterprises. It has three components of field engagement and learning opportunities for students, covering a Government Organization, an NGO and a commercial rural enterprise like a co-operative or social business enterprise. Vast online repositories through university libraries and other digital media provide a unique ability for Higher Education Institutions to share success and failure case studies and experiences in ways that were unimaginable earlier.

About the FDP

Objectives:

1. To demonstrate various methods of teaching especially Case Teaching Methodology
2. To familiarize with the course structure and curriculum in Strategic Management
3. To identify possibilities of Strategic Management for MSMEs.
4. To identify Strategic Management practices in MSMEs including Rural Enterprises.
5. To understand the need of Strategic Management practices amid COVID-19

Learning Outcomes:

The participant will be able to:

- ✓ Recognize the need for the course, internalize and take ownership
- ✓ Become familiarized with the structure of subject matter
- ✓ Transact the course effectively using case methods
- ✓ Appreciate the Strategic Management in the MSMEs, including Rural Enterprises
- ✓ Recognize the role of Strategic Management practices amid COVID-19

Instructions for the Participants for the Online FDP:

1. Filling the registration form is mandatory.
2. Registration fee is ₹ 1000 per participant.
3. Attendance and Assignment Submissions are mandatory for all sessions for the certificate to be issued.
4. The sessions will be conducted through online platform. (The platform will be informed soon)
5. ID and password will be provided a day in advance.
6. Limited seats available on first come first basis.
7. E- certificate will be issued to all the participants subject to mandatory attendance and submission of assignments.
8. Participants need to have functioning Laptop/Desktop with webcam, microphone and headphones, a functioning email account and uninterrupted internet connectivity.
9. Only those participants who are having the "Link" can get connected with FDP.
10. The FDP will commence at 10.00 am on all 5 days and close by 5.00 pm. Lunch break is from 12.00 to 1.00pm.

Account Details for Registration

(The payment can also be make through UPI using the below details)

Name of the Account Holder: **Mahatma Gandhi National Council of Rural Education**

Bank: **SBI**

Branch: **Parishrama Bhavan**

IFSC: **SBIN0002769**

Account Number: **38696874974**

Organizing Committee:

Core Committee: Dr. WG Prasanna Kumar, Chairman, Prof. Chethan Chittalkar, Dr. KN Rekha

Members: Mr. Kumar Abhishek, Ms. Ankita Roy, Mr. Arman Kumar Mohapatra, Mr. Asim Mohanty, Mr. Sarthak Darshan, Mr. Sargam Das

Programme Schedule:

Date	Time	Topic	Resource Persons
26 th June Friday	10.00 am – 5.00 pm	Inaugural Address Introduction and interaction with participants Strategy Formulation: Where does Good Strategy Come From? PESTLE Analysis, VRIO Framework (Using Case Discussion with Cases/Mini Cases/ Caselets/Video Case Analysis)	Dr. W G Prasanna Kumar Chairman, MGNCRE Prof. Chethan Chittalkar Dr. K N Rekha
27 th June Saturday	10.00 am – 5.00 pm	Competitive Advantage and Firm Strategy, Industry and Competitive Analysis (Using Case Discussion with Cases/Mini Cases/ Caselets/Video Case Analysis)	Team Members
12 th June Sunday	10.00 am – 5.00 pm	Resource and Competency Analysis, Analysing Strategy across Corporate and Business Levels (Using Case Discussion with Cases/Mini Cases/ Caselets/Video Case Analysis)	Mr. Asim Mohanty Mr. Kumar Abhishek Ms. Ankita Roy Mr. Arman Mohapatra
13 th June Monday	10.00 am – 5.00 pm	Fortune at the Bottom of Pyramid, Business Models (Using Case Discussion with Cases/Mini Cases/ Caselets/Video Case Analysis)	Mr. Sarthak Darshan
14 th June Tuesday	10.00 am – 5.00 pm	Organization Analysis and Business Excellence (Using Case Discussion with Cases/Mini Cases/ Caselets/Video Case Analysis)	

Some of our Guest Speakers of earlier FDPs:

1. Prof. Hitesh Bhatt, Director, Institute of Rural Management Anand, Gujarat
2. Prof. Saswata Narayan Biswas Professor, Institute of Rural Management Anand, Gujarat
3. Prof. Hemnath Rao H Senior Professor and Director, Development Management Institute, Patna
4. Prof. G. Krishnamurthi, Director, Foundation for Catalysing Rural Transformation
5. Prof. S Peppin, Academic Dean, Xavier School of Rural Management
6. Prof. Charles Dhanaraj, Fox School of Business, Temple University
7. Prof. Harsh Bhargava Adjunct Professor at VVISM Hyderabad
8. Prof Ashwini Chhatre, Executive Director BIPP, Indian School of Business, Hyderabad
9. Dr. M P Ganesh, Associate Professor, IIT Hyderabad, Hyderabad
10. Dr. Kiran Pedada Assistant Professor of Marketing, Indian School of Business, Hyderabad
11. Dr. Deepti Sharma, Founder-Director, TerraNero Environmental Solutions Pvt. Ltd, Mumbai

Some of our institutional partners of earlier FDPs:

1. ASBM university, Bhubaneshwar
2. Atmiya university, Rajkot
3. Auro University, Surat
4. IIPM University, New Delhi
5. Jyothirao Phule Pune University, Maharashtra
6. Krishna Institute of Medical sciences, Karad, Maharashtra
7. Lovely Professional University, Punjab
8. Maharaja Sayyajirao University, Baroda
9. Marwadi University, Surat
10. Mumbai University, Maharashtra
11. Parul University, Baroda
12. P P Savani University, Surat
13. Salgoankar University, Goa
14. Shoolini University, Himachal Pradesh
15. Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
16. Sri Savitribai Phule University, Pune
17. Sri Sayyaji Rao University, Baroda
18. Sri Sri University, Bhubaneshwar
19. Srinivas University, Karnataka
20. SRM University, TamilNadu
21. UKA Tarsadia University, Surat

Registration Link:

<https://forms.gle/r7NsiVzJNxscXsnz7>

For Further Queries, please contact:

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