



**Indian Institute of  
Management Calcutta**

**Indian Institute of Management Calcutta Case Research Centre  
Announces**

**9<sup>th</sup> Case Method Workshop – Online  
3<sup>rd</sup>, 5<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> March, 2022**





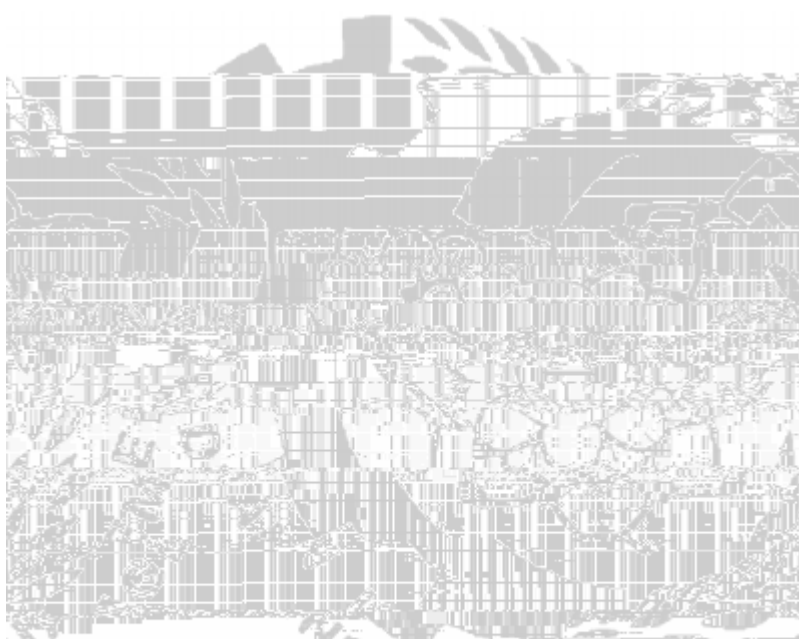
**DETAILED SESSION PLAN**

No.	Timing (IST)	Topic	Faculty
<b>DAY 1: Case Ideation and Proposal: 3rd March 2022, Thursday</b>			
	4:30 – 5:00 pm	Inauguration and Welcome	Director/ Dean, IIM Calcutta
1	5:15 – 6:45 pm	Introduction to Case Writing Ideation, Primary Vs. Secondary cases Dilemma: Protagonist, Context Target Audience, Course & Learning Objectives, Theoretical Concepts Do's & don'ts	Prof. V.G Narayanan
15 minutes Break			

7:00 – 7:30 pm

Assignment 1: Case Proposal, Deadline: next day 11:00 am





**Prof. Arpita Ghosh**

Arpita Ghosh is an Associate Professor in the Finance and Control group of Indian Institute

