



**Foundation for Liberal and Management Education (FLAME)**

**FLAME School of Business**

**FACULTY DEVELOPMENT  
PROGRAMME ON  
TEACHING AND  
RESEARCH METHODS**

**TEACH TO LEARN AND LEARN TO TEACH**

PROGRAMME DIRECTORS  
**PROF. MANOJ KUMAR**  
**PROF. SALIM SHAMSHER**

**JUNE 27-JULY 1, 2014, FLAME CAMPUS, PUNE**

## INTRODUCTION

Today the profession of management teaching has become quite challenging. Business schools teachers are expected to be both effective teachers and researchers. A teacher can “teach” all day long and cover an extensive amount of material, but if students haven’t learnt the material, the exercise is an enormous waste of time and energy. Being an educator is not just about sharing knowledge; it is about making sure that learners truly integrate this knowledge and derive learning out of it. Any teaching that does not result in effective learning is useless. Therefore, to be an effective teacher, one needs to be able to deliver the domain knowledge using the most suitable pedagogical tools. An effective teacher is also required to remain at the frontiers of knowledge in his/her areas of subject expertise and gain working knowledge of other domains as management is essentially interdisciplinary. For this, every teacher needs to continuously upgrade himself/herself by engaging in research.

This Faculty Development Programme (FDP) is aimed at honing the teaching and research skills of prospective, new and seasoned management teachers, researchers and trainers.

## PROGRAMME OBJECTIVES

The participants through this FDP should:

- Develop an appreciation for the teachers’ training in view of changing roles and responsibilities of business school faculty in the 21st century;
- Understand the significance of alignment amongst the fundamental elements of effective teaching and learning;
- Be able to suitably apply the principles of adult learning in varied learning contexts;
- Be able to describe and choose from the signature pedagogies used in the management education;
- Get motivated to use case method of teaching in appropriate learning contexts;
- Become aware of preparations required for the successful use of case based approach;
- Become aware of elements of a good research proposal;
- Get basic understanding of qualitative and quantitative data analysis tools and techniques;
- Get acquainted with the use of selected qualitative and quantitative software; and
- Get motivated to publish in top-notch journals by understanding the expectations of editors of such journals.

## TOPICAL COVERAGE

The five-day FDP is divided into two modules:

### Module 1: Teaching Methods (First Three Days)

- Changing and Evolving Expectations from the Business School Teachers
- Fundamental Elements of Effective Teaching
- Principles of Adult Learning
- Signature Pedagogies used in the Management Education
- Use of Cases in Organizational Behavior/HRM/Communication
- Use of Cases in Strategy
- Case Method: Enhancing the Learning Experiences of Students
- Case Method: Preparing to Teach With Cases
- Towards Case Writing

### Module 2: Research Methods (Last Two days)

- Writing Successful Research Proposals
- Quantitative Research Methods
- Qualitative Research Methods
- Publishing Research Papers in Top-notch Journals

## LEARNING METHODOLOGY

A blend of case methods, lectures, exercises and role plays will be used.

## WHO SHOULD ATTEND

This FDP would be useful for professional development of management teachers, researchers, and trainers working in business schools, universities, colleges, professional institutes, staff training colleges, training centers of industrial organizations, and staff training institutes of central and state governments, which teach management and allied subjects, like economics, statistics, computer applications, commerce, banking, organizational behavior, business policy, sociology, marketing, and labor relations. A certificate of participation shall be provided to all the participants.

## VENUE

FLAME Campus, Pune

## DURATION

Five Days (June 27-July 1, 2014). The timings of programme would be from 10.00 am to 4:30 pm for all programme days.

## PROGRAMME FEE

The five-day FDP is divided into two modules as described above. While participants are encouraged to participate in the full five-day programme, they can opt for attending only one of the two modules. The following programme fees would be chargeable:

### a) Registration Fee:

- Rs. 9,000/- inclusive of service tax would be charged for participating in the entire five-day programme.
- Rs. 6,000/- inclusive of service tax would be charged for participating in the stand-alone three-day module on Teaching Methods.
- Rs. 4,000/- inclusive of service tax would be charged for participating in the stand-alone two-day module on Research Methods.

Registration fee includes pick-up and drop facility for all programme days from the Pune Railway Station upto the FLAME Campus. Besides, all participants would be provided lunch and two teas on each of the programme days. The registration fee does not entitle the participants for the lodging and boarding facility at the FLAME campus during the programme days.

## b) Lodging and Boarding Fee:

A limited lodging and boarding facility would be provided on twin sharing basis at FLAME campus on first-come, first-serve basis. For this an additional fee of Rs. 2000/- per day per person would be charged from all those who opt to avail the on-campus accommodation. The boarding and lodging fee entitles the participants to have Breakfast and Dinner on all programme days at the FLAME dining facility.

## NOMINATION AND MODE OF PAYMENT

Any prospective, new or seasoned management teacher/researcher/trainer can be nominated for this programme by filling up the attached nomination form sent along with the programme fee via Crossed DD payable to “FLAME School of Business” at Pune. The Demand Drafts along with the nomination form have to be posted to the undermentioned:

Uma Dudhale  
FSB Program office (Faculty Development Program)  
Foundation for Liberal And Management Education  
401, Phoenix Commercial Complex, 4th Floor,  
Bund Garden Road, Opp. Residency Club,  
Pune 411001  
Contact: 020-6790 6112  
Email id: [fdp@flame.edu.in](mailto:fdp@flame.edu.in)

Also kindly send an email to the above id with yourname and payment details

Alternately, you can do NEFT Transfer with detailed intimation to us on: [fdp@flame.edu.in](mailto:fdp@flame.edu.in)

Bank A/c & IFSC numbers can be provided on request. A maximum of 40 participants would be allowed for the programme on first come first serve basis. Your nomination details along with the programme fee must reach us 15 days prior to the start of the programme.

## PROGRAMME DIRECTORS

Prof. Manoj Kumar (Mobile:7757011202); Prof. Salim Shamsheer (Mobile:9822329039)

## RESOURCE FACULTY FOR THIS PROGRAMME

### **Parikh, Indira J.**

Prof. Indira Parikh was a faculty at IIM-A for over 30 years and Dean from 2002 to 2005. She has also taught at INSEAD, Fontainebleau (France) and Texas A&M University. She has specialized in organization development and design, and institution building. She has designed and offered management development programs for managerial role effectiveness, training for trainers, issues of roles and identity, and stress and self-renewal for men and women in organizations. She has been a consultant to various national and international organizations both in private and public sector. Prof. Indira Parikh is also on the board of several companies. She has also been honoured with various Life time achievement awards. She is currently the President of the Foundation for Liberal & Management Education, Pune.

### **Shingi, Prakash M.**

After completing his Ph. D from University of Illinois, USA, Professor Shingi did teaching and research for 32 years at the Indian Institute of Management, Ahmedabad. He was also the Dean as well as the Officiating Director of this Institute. He has competed more than 40 management consulting assignments on Policy and programme related aspects in India and other developing countries for national and international organizations like Government of India, National Committee on Science and Technology, USAID, FAO, Ford Foundation, International Cooperative Alliance, Geneva, OXFAM, America, IDRC Canada, United Nations Research Institute for Social Development, Geneva, WINROCK International, and The World Bank. He has written seven books and several research based articles. Besides a number of post-graduate students of management, he has collectively trained close to 1300 senior managers, administrators, and policy makers in critical and strategic aspects of management. After his retirement in 2004, he has been working as a specialist in Faculty of Management at Multimedia University in Malaysia for last one year. He is the former Dean of FLAME School of Business.

### **Rao, D. S.**

Prof. D.S. Rao is currently the Dean of the FLAME School of Business and has worked with IBS Hyderabad for more than 11 years as Associate Dean, Dean and Director. He holds a Masters in Management degree with Dean's Citation from the Asian Institute of Management, Manila and a B.Tech degree with Distinction in Mechanical Engineering from the National Institute of Technology, Warangal. He worked with the industry in various capacities for about 18 years in Atlas Copco, Kirloskar Peumatic, ITW Signode and DGP Windsor before shifting to Academics.

## Kumar, Manoj

Ph.D., IIT Bombay

Prof. Manoj Kumar was a Professor of Finance & Accounting at IIM Lucknow & IIM Rohtak for around 8 years (May 2006-Feb 2014). He has a rich & diversified experiences in areas of: Pedagogical Methods (Case Teaching), Academic Administration, Executive Training, Management Research, Institution Building and Management Consulting. He is currently a Professor at the FLAME School of Business, Pune, India.

## Shamsher, Salim

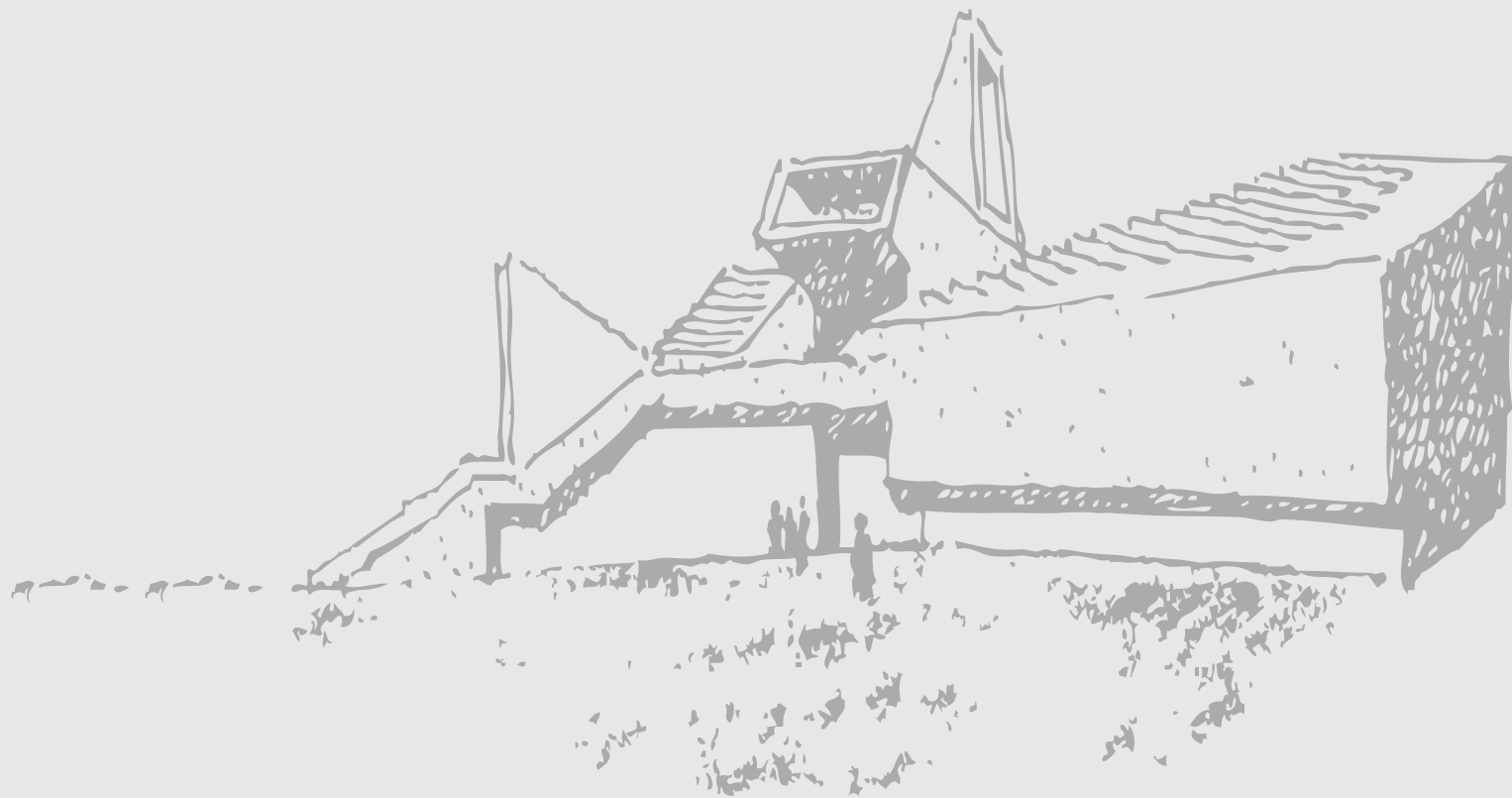
Prof. Salim Shamsher is a Dale Carnegie certified facilitator and has visited USA and UK as a part of his corporate Training assignments with multinationals. He has a total of 13 years of corporate Training and Teaching experience. He has been associated with the Kinetic Group of Industries as a consultant- management & Internal audit. He is a Double Post graduate Degree holder one in management and the other in commerce with an additional Post Graduate Diploma in Financial management from Symbiosis Institute of Business Management in which he stood first and was awarded the Directors special prize at SIBM annual convocation 2001. He is currently a faculty at the FLAME school of Business, Pune and also a visiting faculty at the Symbiosis International University, Pune.

## ABOUT FLAME

FLAME is more than just an education institute. It is a center for excellence, where ideas are exchanged, curiosity is kindled, and minds are molded. It is a place where learning happens in every corner of its 75-acre campus. It is an abode of new thoughts, broader horizons and self-reflection. It consists of four schools: FLAME School of Liberal Education, FLAME School of Business, FLAME School of Communication and FLAME School of Performing Arts.

FLAME doesn't conform to the norms and rote education that is prevalent in India. It aims to deliver experiential learning, not just buried in books. It encourages discovery and believes education sets the minds free. It nurtures minds of students willing to learn and grow continuously. FLAME is rooted in the values of Ahimsa. FLAME celebrates humility. It actively engages in the ethos of Guru Shishya Parampara through mentoring, focus on dialogue, questioning and formulating new concepts. At FLAME, respect for human dignity takes prime importance.

FLAME is not just a school. It is a school of thought. One that believes learning is a process, not a destination that one reaches with a report card. It lays as much emphasis on learning beyond the classroom as within it.



## Get In Touch

### **FLAME Campus Address**

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Village Lavale, Off Pune-Bangalore  
Highway, Pune 411042, India.

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Bund Garden Road, Opp. Residency  
Club, Pune - 411001, India.

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Email: [fdp@flame.edu.in](mailto:fdp@flame.edu.in)