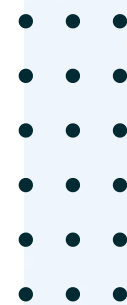




DAYANANDA SAGAR  
UNIVERSITY



SCHOOL OF COMMERCE & MANAGEMENT STUDIES

# FROM CASE TO CODE: WRITING TEACHING CASES, ECONOMETRICS & QUALITATIVE ANALYTICS

28.07.2025 to 01.08.2025

Time : 2.00PM to 5.00 PM

5 DAYS ONLINE FACULTY  
DEVELOPMENT  
PROGRAMME



Organised by

School of Commerce and Management Studies

Dayananda Sagar University

City Innovation Campus

Kudlu Gate, Hosur Road, Road,

Bengaluru - 560 068





## About Dayananda Sagar Institutions

Dayananda Sagar Institutions was founded by the late Sri Dayananda Sagar in 1962. This year marks the 100-year celebration of the Dayananda Sagar Institutions (DSI), one of India's leading educational institutions and a front-runner in the field of education operating under the aegis of the Mahatma Gandhi Vidya Peetha Trust in Bangalore.

## About Dayananda Sagar University

Dayananda Sagar University is a proud member of the group of Dayananda Sagar Institutions. Our university offers undergraduate programs, post-graduation and doctoral programs covering Engineering, Dental Sciences, Biological Sciences, Arts, Commerce & Management, Sciences, Pharmacy, Nursing, Allied Health, as well as Information Technology.

## School of Commerce & Management Studies (SCMS)

The school offers Undergraduate programs like BBA and B. Com integrated with ACCA, CMA & CA, a Postgraduate program MBA & Executive MBA and a Doctoral Program Ph. D in Commerce and Management Studies. The school provides a rich learning environment with a world-class infrastructure together with an excellent faculty team to develop and hone the managerial and leadership abilities of its students through a rich portfolio of pedagogical tools. Classroom instruction, case-based discussions, role plays, film shows, games, on-field projects and company internships, besides guest lectureships and seminars by industry experts, are some ways the students learn the fundamentals and advanced concepts in Commerce and Management education. The guidance to every student to choose their career path starts right from the first semester by offering various training sessions, webinars, guest talks & industrial visits that are custom made to every batch. The placement cell also offers internship programs for the students and exposure with real-time aptitude sessions, resume-building sessions & group discussions organized at various stages by the department for shaping the students' careers.

## Topics to be covered

- **Case Research Fundamentals:** Introduction to case method, case lead, outlining and developing case studies, case dilemma, writing style, and teaching notes.
- **Teaching Note Development:** Purpose, key components, drafting process, and case release procedures.
- **Quantitative Analysis Training:** Hands-on work on regression diagnostics, stationarity tests, and ARIMA modelling using EViews.
- **Advanced Time Series Techniques:** Cointegration analysis, ARDL modelling, and volatility forecasting with GARCH models.
- **Qualitative Research Methods:** Foundations of qualitative inquiry and data collection approaches.
- **NVIVO Software Introduction:** Basics of NVIVO, coding of interview and focus group data.
- **Thematic Analysis Techniques:** Identifying themes and patterns in qualitative data.
- **Text Mining and Data Visualisation:** Word clouds, cluster analysis, and web scraping via NCAPTURE.
- **Academic Publishing Skills:** Guidance on crafting and structuring journal manuscripts.

# **RESOURCE PERSONS FOR THE FDP**



**Dr. A. Sivakumar**

**Professor, VITBS, Vellore Institute of Technology,  
Vellore, India.**



**Dr. R. Sharmila Devi**

**Assistant Professor, Faculty of Management, SRM  
Institute of Science and Technology, Ramapuram  
Campus, Chennai, India.**



**Dr. Nimitha Aboobaker**

**Assistant Professor ,School of Management Studies,  
Cochin University of Science and Technology, India**

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## **Organizing Chairman:**

### **Dr. Truptha Shankar**

Dean, School of Commerce and Management Studies  
Dayananda Sagar University

### **Event Coordinator**

#### **Dr. Priya K M,**

Assistant Professor

School of Commerce and Management Studies

Dayananda Sagar University

Email: Priya-scms@dsu.edu.in

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Mode of Delivery : Online

Registration Fee : Rs. 400

Last Date for Registration: 25.07.2025

Registration Link : <https://forms.gle/oXgYiQPokqEWr85s8>

#### Payment Info

UPI Payment

For online Bank Transfer/ NEFT/Wire Transfer

Name: Dayananda Sagar University

A/c No: 100044771729

Bank name: INDUSIND Bank

Branch: Malleshwaram, Bengaluru

IFSC code: INDB0000166



**Day 1:** Case Research and Writing Techniques

**Day 2:** Time Series Analysis – Basics and ARIMA Modeling (Using EViews)

**Day 3:** Advanced Econometrics – Cointegration, ARDL & GARCH Models

**Day 4:** Qualitative Research and NVivo for Data Analysis

**Day 5:** Text Mining, Web Scraping & Journal Manuscript Development

**Who should attend:** Research scholars, faculty members, research-consulting industry executives.