

Advantages of ME Learning Pedagogy

1. Extremely useful to develop interest in Strategic Management and Case Method of Learning..
2. Every participant can be involved in discussion.
3. A boon for visually challenged participants. Even totally blind persons can benefit if audio versions are available.
4. Cost effective way of Learning;
5. No reprographic facility required.
6. Classes can be conducted in any room 15*20 or bigger depending upon number of participants.
7. Classes can be conducted when the office is closed.
8. Classes can be conducted conveniently at any location where 2 mbps or higher internet speed is available.
9. Very useful for conducting classes for Working Managers even located in remote sites.

Requirements of ME Learning Pedagogy

1. **4G Mobile with 2mbps internet speed** with the instructor and every participant. If the location has WiFi facility it is even better.
2. (Specially prepared) **Short** (3-5 pages, about 1000 words or so) but **rich** cases and write ups.
3. For use listed at advantage no. 9, the participants should be **familiar** with use of **skype and/ or google hangout**.

Steps In ME Learning

1. Buy a E-Version of the two books ([Tales of Grandfather](#) and [Tales of Grandfather Part II](#))
2. Buy a copy of Case Analysis and Instructor's Guide book ([E-Version](#) or [Softcover](#))
3. Read the case you want to conduct and concerned its teaching note, to comprehend the case details and messages to be brought out in the class. **In the first instance use case from the first book (Tales of Grandfather only).**

4. Go to the Classroom.
5. Switch on lights, A.C./ Fan as necessary.
6. Switch on the multimedia projector system.
7. Switch on lap top/ desk top and open internet.
8. Open the downloaded E-copy of the book in which the concerned case is present.
9. Check whether all the students have mobile with 500 kbps (or above) connection.
10. Ask them to type <http://www.ekhaikk.in/node/260>
11. Press Enter
12. Click on upload File [Tales of Grandfather -12 w.pdf](#)
13. When the book opens, scroll down to page 9 (Index). And click on case you want to discuss.
14. Students may take 15 minutes or so to read the case.
15. Start case discussion in usual manner, inviting participation from different students to help improve understanding.

For 28 Short cases/ write ups amenable to ME Learning
(English and Hindi audio versions also available for 22 of them)

visit [ekhaikk.in](http://www.ekhaikk.in)

Or

Contact [Prof. Krishna Kumar](#)