

Seminar cum Workshop

UNLOCKING THE POTENTIAL OF CASE STUDIES IN PROMOTING SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS



Organized by



www.icmrindia.org | www.ibscdc.org

Date

June 28, 2024

Venue

ICFAI Business School (IBS)
Hyderabad Campus

Knowledge Partners



PRME Principles for Responsible
Management Education
CHAPTER INDIA

About the Seminar cum Workshop

Case studies play an important role in promoting responsible management education. ICFAI Business School, Hyderabad - Case Research Center in partnership with The Principles for Responsible Management Education (PRME) and The Case Centre, UK, is organizing a seminar cum workshop on the role of case studies in promoting responsible management education and Sustainable Development Goals (SDGs). The objectives of the seminar cum workshop are to disseminate the PRME principles, promote social engagement around responsible management education, and create a societal impact through case studies. Participants will understand why SDGs matter to B-Schools, and how B-Schools are engaging in SDGs. They will also be exposed to the dos and don'ts of writing case studies promoting responsible management education/ SDGs and publishing case studies in reputed case clearing houses.

About The Case Centre

The Case Centre is the independent home of the case method. A not-for-profit organization and registered charity, it advances the case method worldwide to inspire and transform business education across the globe. The best management cases, articles, and book chapters are available worldwide at www.thecasecentre.org. The Case Centre also offers services to support the writing and teaching of cases.

About PRME

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in classrooms through Six Principles focused on serving society and safeguarding the planet. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

About ICFAI Business School (IBS), Hyderabad

ICFAI Business School, Hyderabad is a constituent of IFHE, Hyderabad, Telangana, a deemed-to-be University under Section 3 of the UGC Act, 1956. IBS is the first business



school in India to be accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB) for all the three programs it offers – BBA, MBA, and PhD. IFHE has also been accredited by the premier national accreditation agency, NAAC, with the 'A+ +' grade with a CGPA score of 3.59/4.00. IBS Hyderabad has also received a rating of A*** from CRISIL. IBS Hyderabad is one of the very few B Schools which incorporate case methodology in their pedagogy. It offers high quality programs such as BBA, MBA, Executive MBA, and PhD to a wide cross section of students, executives, and professionals. IBS Hyderabad also conducts MDPs for industry executives and FDPs for faculty members of business schools.

About IBS Case Research Center

IBS Hyderabad has an in-house Case Research Center (CRC) that develops case studies on contemporary topics. IBS case studies have won recognition at various international case writing competitions. Cases developed by IBS CRC are used by 900 institutions in 80 countries. Close to 300 CRC case studies have been published in leading international textbooks. CRC has won more than 150 international awards and prizes. It is the recipient of The Financial Times Responsible Business Education Awards 2022 which showcases the best recent teaching cases on climate change and sustainability. Many CRC cases have been translated into languages such as Spanish, Russian, French, German, Chinese, Serbian, and Portuguese. IBS CRC has seven of its authors featuring in The Case Centre's Top 50 Bestselling Case Authors' List for 2022-23. This is next only to Harvard Business School with nine authors. CRC ranks second in the world, again next only to Harvard Business School, in The Case Centre Impact Index 2023, which ranks organizations based on the global reach and impact of their case writing.

Program Schedule

Time	Session / Speaker
9:30 am-10:15 am	Registration and Networking
10:15 am-10:25 am	Welcome Remarks by Prof. Venu Gopal Rao K S , <i>Director, ICFAI Business School, Hyderabad</i>
10:25 am-10:45 am	Keynote Address by Ms. Vicky Lester , <i>CEO, The Case Centre</i>
10:45 am-10:55 am	Book Release
10:55 am-11:15 am	Tea Break
11:15 am-11:35 am	Address by Chief Guest, Dr. Chandrika Parmar , <i>PRME India Chapter Chair</i>
11:35 am-11:55 am	Address by Guest of Honour, Ms. Amy Memon , <i>Regional Head, South Asia - AACSB International</i>
11:55 am-12:15 pm	Address by Prof. Sitamma Mikkilineni , <i>Dean, International Collaborations & Accreditations, ICFAI Foundation for Higher Education</i>
12:15 pm-12:40 pm	The Case Centre Award Distribution
12:40 pm-1:30 pm	Lunch Break
1:30 pm-3:45 pm	Workshop on Case Writing
3:45 pm-4:15 pm	Valedictory Address by Prof. Sindhuja Menon , <i>Dean, ICFAI Business School, Hyderabad</i>
	Vote of Thanks by Mr. Sanjib Dutta , <i>Vice President, IBS Case Research Center</i>
4:15 pm	High Tea

Guest Speakers



Dr. Chandrika Parmar,
PRME India Chapter Chair



Ms. Amy Memon,
*Regional Head, South Asia -
AACSB International*



Ms. Vicky Lester,
*CEO - The Case Centre,
UK*



Prof. Venu Gopal Rao K S,
*Director, ICFAI Business School,
Hyderabad*



Prof. Sitamma Mikkilineni,
*Dean, International
Collaborations & Accreditations,
ICFAI Foundation for Higher
Education*



Prof. Sindhuja Menon,
*Dean, ICFAI Business School,
Hyderabad*

Who Should Participate?

- Educators in B-Schools looking at integrating SDGs into teaching and research
- Administrators in B-Schools engaging in SDGs
- Faculty members committed to improving their case writing skills

How to Participate?

Participants can send their expression of interest to the following e-mail:
casewritingworkshop@ibsindia.org OR

Scan the QR code



Limited seats are available on a first-come, first-served basis.

No Registration Fee

For more details, please contact: 91 96409 01313

**Case Research Center, ICFAI Business School (IBS),
The ICFAI Foundation for Higher Education (IFHE), Hyderabad
Donthanapalli, Shankarapalli Road, Hyderabad - 501203, Telangana, India.**