

3-Day Workshop on Case Writing and Case Teaching August 02-04, 2023



Case method is a teaching approach that combines the real-life business situations with academic and theoretical frameworks. Case studies have proved to engage the learners, develop their analytical and thinking skills, and also help them understand the theory behind the case, all at the same time. In major universities, institutions, and corporate training departments the world over, the case study method is being used extensively.

IBS Hyderabad will organize the 4th International Case Study Conference on December 14-15, 2023. Participants will get an opportunity to present their case studies on the theme: *Embracing Sustainability in Business* and receive feedback from a panel of case method experts and award-winning case authors. The pre-conference workshop on case writing and case teaching to be conducted on August 02-04, 2023 seeks to expose the participants to the basics of writing cases and how to go about writing cases. The workshop will cover different steps involved in writing a case from selecting the topic for the case, searching for the data, getting the right data, forming a structure of a case, and finally writing a case study. Cases selected for presentation during the 4th International Case Study Conference on December 14-15, 2023 will have an opportunity to be published at The Case Centre or an indexed journal. The Workshop will also expose the participants to key aspects of case methodology of teaching. The sessions in the workshop will be conducted by acclaimed award-winning case writers and faculty members from different functional areas with significant experience in using the case study method.





About IBS Hyderabad

IBS, Hyderabad is a constituent of the IFHE, Hyderabad, Telangana, a deemed-to-be University under Section 3 of the UGC Act, 1956. Since inception in 1995, IBS has grown impressively and achieved widespread recognition from industry, academic circles and professional bodies. It is a premier business school that has been consistently ranked by independent rating agencies as one of the top B-Schools of India. It was one of the first three business schools from South Asia to get SAQS accreditation by AMDISA (Association of Management Development Institutions of South Asia) in the year 2006. 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 '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 100% case methodology in its pedagogy. It offers high quality programs such as BBA, MBA, Executive PhD 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 that develops case studies on contemporary topics. These case studies based on Indian and International organizations are used extensively in the programs at IBS Hyderabad. IBS case studies have won recognition at various international case writing competitions. Cases developed by IBS Case Research Center are used by 890 institutions in 90 countries. Some of the leading Business Schools that use CRC cases include London Business School, London School of Economics, Oxford Said Business School, Cambridge Judge Business School, HEC Paris, HEC Montreal, SDA Bocconi, etc. In India, top schools such as IIMs, ISB, SP Jain, and Symbiosis, among others, use CRC case studies. More than 260 CRC case studies have been published in leading international textbooks.

CRC has won more than 100 international awards and prizes from institutions such as the Academy of Management (AOM), Association of MBAs (AMBA), The Central and Eastern European Management Development Association (CEEMAN), European Foundation for Management Development (EFMD), Emerald Group Publishing, NACRA, oikos International (Switzerland), The Case Centre UK, John Molson School of Business (University of Concordia, Canada), AESE Business School (Portugal), Project Management Institute (USA), Syracuse University (USA), USASBE - Baylor (USA) and CEIBS (China). CRC has published many award-winning cases addressing sustainable development goals (SDGs). Many CRC cases have been translated into other 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 2021-22. This is next only to Harvard Business School with nine authors. The Case Center has recognized CRC as a Centre of Excellence in case study research, writing and production.



Who Should Attend

- Faculty members committed to improving their case writing and teaching skills
- Industry practitioners with an inclination towards writing effective cases
- Corporate trainers willing to explore innovative and participative training approaches

Objectives

The workshop will enable participants to:

- Get an overview of case methodology of teaching
- Understand the process involved in writing a case study
- Develop skills for writing an effective case study
- Get an exposure to writing a teaching note
- Understand the process of publishing a case study

Registration Fee

INR 4500 per participant + applicable GST

- **Register here:** [https://www.ifheindia.org/conference/ICSC Workshop/](https://www.ifheindia.org/conference/ICSC%20Workshop/)

Workshop Location

ICFAI Business School, Survey No. 156/157, IFHE-IBS Campus, Donthanapally Shankarapalli Road, Hyderabad-501203, Telangana

Note: Paid accommodation shall be arranged on request.

Send your request to: casewritingworkshop@ibsindia.org

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Website: <https://icmrindia.org/3-day-workshop-2023/index.html>