



Case Pedagogy

The focus on case-based teaching and research is consistent with the vision of IBS, stated as: “to be a leader in management education through industry-focused curriculum, case-based learning and applied research”. Cases have a significant role to play in all the three pillars of management education mentioned in the vision above.

The pedagogy of the MBA courses has a special focus on the use of cases; IBS cases are used in the first two semesters, and HBS cases in the third and fourth semesters. After going through 300 odd cases in a two year program students are equipped to analyze, think and act like a professional manager. To create the required trust in students, the first-year students are exposed to cases developed in-house which are less complex but descriptive in nature. These cases are developed and written by the faculty members of the Case Research Center in the University and have a mix of Indian as well as global cases.

The second-year students are taught through Harvard Business School cases that are complex and more decision oriented in nature. The HBS Cases in general have a global flavor. By this time the student has been exposed to the core concepts and adapting to the more complex Harvard cases is not difficult. In sum, the case method of instruction was introduced by taking the help of two Case repositories – our in-house Case Research Center and Harvard Business Publishing.

These cases involve situations where students encounter real life situations, contexts and surrounding information. The complexity built around the situation forces them to think in a holistic manner. This becomes a habit over time and the students learn to appreciate complexity and ambiguity, traits that hold them in good stead in industry. With three to four cases in a day, students learnt to cope with stress which benefited them in the long run in preparing them for the challenging corporate profession.

Due to introduction of case pedagogy the evaluation pattern underwent a metamorphosis with greater emphasis on class participation. In terms of being more relevant, we review every case at the end of the year and through a churning process new cases are introduced. The criterion for replacement is to look at cases which have become dated and replace them with more topical cases.

Faculty members who join IBS without prior exposure to case teaching are inducted into the system through an orientation program spanning two to three days. This helps them get into the system and integrate with the bigger group.

The challenge relating to paucity of cases in courses like quantitative methods, financial accounting, financial management etc. is met by developing our own cases. The challenge relating to training the faculty members is met by inviting top academia from leading IIMs as well as senior industry executives. A small percentage of students find the adaptation to the case method challenging, due to inherent variations in student abilities to grasp the situation and concepts simultaneously. These students are counseled by the faculty members during the consultation hours and reorientation sessions are conducted for them.

The case pedagogy has held us in good stead as post implementation the employers have observed a visible change in the students in terms of their overall approach to business situations, greater analytical ability, better presentation and team building skills.



Case Writing

The most significant innovation of the University in the area of research and knowledge development is the establishment and successful operation of the Case Research Centre (CRC).

The Case Research Centre of the University is a pioneering initiative in the country and is the largest source of management cases in India, and the second largest globally. The University has excelled in case-development and case-based research. It is the feather in the cap of the University. It is the second largest case repository in the world (after Harvard), with over 6400 cases published and distributed through The Case Centre (UK), formerly the European Case Clearing House (ECCH), as well as through IBS channels (icmrindia.org; ibscdc.org).

Over the years CRC has received 100 awards in global case competitions. A few prominent awarding agencies are Academy of Management (AOM), Association of MBAs (AMBA), 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), Project Management Institute (USA), USASBE - Baylor (USA) and Syracuse University, New York.



CEEMAN



oikos



JOHN MOLSON
SCHOOL OF BUSINESS



Winners of the Collaborative Governance Teaching Case and Simulation Prize Simulations:
"Gavi, the Vaccine Alliance: Working Together to Save Lives"
Syeda Maseeha Qumer & Debapratim Purkayastha
ICFAI Business School, Hyderabad



Dark Side Case Finalist

"Tyson Foods during COVID-19 Pandemic"

Debapratim Purkayastha
(co-moderator)
Hadiya Faheem
ICFAI Business School, Hyderabad



Dark Side Case Finalist

"Elizabeth Holmes and the Rise and Fall of Theranos Inc."

Debapratim Purkayastha
Sanjib Dutta
Shubhanjali Chakravarty
ICFAI Business School, Hyderabad



Certificate of Inclusion of Case in the Global Platform of China Cases

Upon strict reviewing process, the case received on January 15, 2018

TECNO Mobile's Growth Strategies in Africa

Syeda Maseeha Qumer Geeta Singh
is eligible for inclusion in the Global Platform of China Cases (ChinaCases.Org). Case Code: GC-17-021
This Certificate is hereby issued.

ICMRS Case Centre
August 31, 2018

JPMorgan Chase & Co. – Creating a Next-Gen Banking Experience Powered by Digital Technology

WRITTEN BY
Anil Anirudhan
in collaboration with
Sanjib Dutta

REPRESENTING
ICFAI Business School

This prize is sponsored by
Portsmouth Business School



Honorable Mention: Collaborative Methods in International Development
"MASO: Community Engagement for Improving Livelihood of Youth in Ghana's Cocoa Sector"
Debapratim Purkayastha & Benudhar Sahu
ICFAI Business School, Hyderabad



ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT
AUGUST 2022



THE UNIVERSITY OF VERMONT
GROSSMAN SCHOOL OF BUSINESS
Empowerment in the spirit of your case
Indu Parag
Family Finalist at AGSE 2019
8th Schlegel Global Family Enterprise Case Competition



ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT
AUGUST 2020



John Molson 10th International Case Competition Organized by Concordia University Canada
July 2018

Disney Enters Streaming Space: Can it Disrupt the Disruptor?

by Syeda Maseeha Q. Debapratim Purkayastha

The cases are used by close to 900 institutions in over 80 countries (including prestigious institutions in North America and Europe). They also find a place in more than 260 standard international text books published by reputed publishers.. The cases are also used by many respectable companies and have been translated into foreign languages.

Among the several initiatives adopted by CRC for promoting our cases are:

- Preparation of teaching notes for all cases
- Cases in digital flipbook format
- Online access through the exclusive portals of IBS
- Preparation of cases in multimedia and comic-book formats
- Publication of case volumes on specific themes
- Offering reprints of cases for text-books and class-room discussions
- Conducting or partnering with national and international training programs
- Workshops, MDPs, FDPs and conferences on case-writing, case-teaching, and case-based research
- Publishing a case journal (titled “Case Folio – The IUP Journal of Management Case Studies”)
- Providing services as editorial board members, advisory board members, jury members, and organizing partners of case-related events, and so on.



Nine case writing workshops were conducted abroad as a part of Professional Development Workshops (PDWs), mostly at Academy of Management meetings at Boston, Philadelphia, Vancouver, Atlanta, and Chicago in USA and the prestigious 38th Strategic Management Society Annual Conference in Paris. Over 100 cases developed by the CRC are in the list of best-sellers.

With such a wide range of activities, the CRC is poised to scale newer heights. The case-development initiatives are unparalleled in the history of HEIs in India. The University is proud of its achievements in case pedagogy and writing.

