



*Indian Institute of Management Calcutta Case Research Centre  
Of  
Indian Institute of Management Calcutta  
Announces*



*8th Case Method Workshop- Online*

*10-12th September 2021*

Indian Institute of Management Calcutta Case Research Centre (IIMCCRC) of IIM Calcutta is glad to announce its 8th Case Method Workshop to be conducted during evenings, for three days.

**DATES OF WORKSHOP: 10th September (Friday) to 12th September 2021 (Sunday).**

**MODE OF DELIVERY:** Online (over zoom platform)

**LAST DATE FOR REGISTRATION:** 5<sup>th</sup> September 2021

## **BACKGROUND**

---

Case Method has been effectively used in developing problem-solving, analytical skills, and critical thinking abilities among the students. It immerses the students into real-life managerial decision-making scenarios rich with compelling situations, competing alternatives, conflicting goals, and challenges of incomplete information and time constraints. However, academicians and corporate trainers often grapple with finding a successful way of case-method teaching and writing their own successful cases.

## **OBJECTIVE**

---

The primary objective of this workshop is to help the participants sharpen their case teaching skills. It also intends to equip the participants with tools for writing their own highly effective cases. The participants would also learn how the case method can be aligned with their academic research agenda. Last but not least, they will gain from experiential learning with hands-on experience on case-teaching and feedback from experienced faculty members. Moreover, the workshop allows the participants to interact and network with academics and practitioners from diverse fields of expertise and experience.

## **KEY TAKE AWAY OF THE WORKSHOP**

---

- Sharpening skills required to improve the learning process using case method teaching
- Understanding what works and what doesn't when case teaching is online
- Learning the craft of developing and writing highly effective cases
- Creating synergy between academic research, case teaching, developing own cases
- Introspection and reflections on challenges associated with the case method
- Certification of participation in the workshop
- Expansion of professional and personal network

## **WHO CAN ATTEND?**

---

Faculty members, doctoral students, research scholars, and industry practitioners or corporate trainers

- with an inclination towards case-method teaching and writing
- working in different areas of business and management
- committed to improving their teaching and writing skills

## FACULTY

---

- Prof. VG Narayanan, Professor, Accounting and Management. Thomas D. Casserly, JR. Professor of Business Administration, Harvard Business School
- Prof. Nimruji Jammulamadaka, Professor, Organizational Behaviour, Indian Institute of Management Calcutta
- Prof. Ramendra Singh, Professor, Marketing, Indian Institute of Management Calcutta
- Prof. Anirvan Pant, Associate Professor of Strategic Management, Indian Institute of Management Calcutta

## REGISTRATION FEE

---

- For Domestic Academic participants: ₹ 10,000/- + applicable GST per person
- For Domestic Non-Academic participants: ₹ 12,000/- + applicable GST per person
- For Overseas Participants: \$ 200 per person

Deadline for payment of Registration fees: 5<sup>th</sup> September 2021

Fees are non-refundable unless the workshop is cancelled due to unavoidable situations.

## ONLINE REGISTRATION LINK

---

The participants can register by visiting this link below:

**[8th Case Method Workshop | IIM Calcutta](#)**

As there are limited seats, selection to the workshop will be in the order of application received.

Participants will receive a Certification of Participation after completing the workshop.

## DETAILED SESSION PLAN

No.	Timing (IST)	Topic	Faculty
<b>DAY 1: Case Method Teaching: 10th September 2021, Friday</b>			
	5:15 to 5:30 pm	Inauguration and Welcome	Director, IIM Calcutta Faculty Coordinator, IIMCCRC
1	5:30 – 7:00 pm	Sharpening the skills of Case Method teaching	Prof. Anirvan Pant
15 minutes Break			
2	7:15 to 8:45 pm	Teaching cases online	Prof. VG Narayanan
<b>DAY 2: Case Writing and Research: 11th September 2021, Saturday</b>			
3	5:30 – 7:00 pm	Aligning Case Development with Academic research	Prof. Nimruji Prasad
15 minutes Break			
4	7:15 to 8:45 pm	Learning the Craft of Case Writing	Prof. VG Narayanan
<b>DAY 3: Experiential Learning: 12th September 2021, Sunday</b>			
5	4:30 – 6:00 pm	Hands-on learning experience on Case Method Teaching: Feedback by an experienced case teacher (The participants will be formed into six groups • 3 groups will teach * 15 mins= 45 mins • 3 groups will present their observations * 10 = 30 mins • Faculty feedback: 5 *3= 15 mins)	Prof. Ramendra Singh
15 minutes Break			
6	6:15 -7:45 pm	Overcoming Challenges in case-method teaching, writing and research: Reflections and Introspections	Prof. Nimruji Prasad
	7:45 pm to 8:00 pm	Valedictory & Closure	Prof. Arpita Ghosh, Faculty Coordinator, IIMCCRC

## FACULTY PROFILE:

---

- **Prof. V. G. Narayanan**



V.G. Narayanan is a Professor, Accounting and Management; Thomas D. Casserly, JR. Professor of Business Administration; Chair, MBA Elective Curriculum, Harvard Business School. His research interests are primarily in the field of management accounting, the key focus being on performance evaluation and incentives. He teaches financial and managerial accounting to MBA students, executives, and Harvard Extension School students and trains professors on teaching by the case method.

He has authored an introductory textbook on financial accounting. He has written several Harvard Business School Cases and teaching materials. His research articles are published in top journals like Journal of Accounting Research, Journal of Accounting & Economics, Review of Accounting Studies, Contemporary Accounting Research, Management Science and so on. He is also winner of the 2018 Journal of Management Accounting Research Best Paper Award and David Solomons Prize for Best Paper Published in Management Accounting Research in 2018.

- **Prof. Nimruji Jammulamadaka**



Nimruji Jammulamadaka is a Professor in the Organization Behaviour Group at IIM Calcutta, India. Her research interests include organization design, corporate social responsibility, qualitative research methods, theories of Power, critical and postcolonial management studies, nonprofit and social sector. She is the author of Indian Business: Notions and Practices of Responsibility (Routledge, 2018) and editor of Governance, Resistance, and the Post-colonial State: Management and State Building (Routledge, 2017), Workers and Margins: Understanding Erasures and Possibilities (with Gavin Jack, publisher Springer).

She is co-editing the books: Managing the Post-Colony: South Asia (with Shoab UI-Haq) and Postcolonialism and Storytelling (with Ozan Alakavuklar, Amon Barros and AnaMaria Peredo). She has co-edited special issues of journals such as Decision and Organization. She is also an associate editor with Qualitative Research in Organization and Management.

- **Prof. Ramendra Singh**



Ramendra Singh is Professor of Marketing at IIM Calcutta, India. He completed PhD from IIM Ahmedabad, MBA from XLRI Jamshedpur, and B.Tech from IIT-BHU. His research has been published in reputed international journals including, International Marketing Review, Marketing Theory, Industrial Marketing Management, Journal of Personal Selling & Sales Management, Journal of Business and Industrial Marketing, and Journal of Information Technology.

Ramendra has previously worked for several years in sales and marketing responsibilities in several multinational companies. He is on the boards of startup firms. He has also authored a textbook on Sales and Distribution Management which has been widely adopted in MBA programs at various IIMs. He has conducted several training programs at senior level and middle level management for several organizations including Indian Oil, Oil India, TVS Motor, Amway, BPCL, John Deere, NTPC, India Post, IRTS among others.

- **Prof. Anirvan Pant**

Anirvan Pant is an Associate Professor of Strategic Management at IIM Calcutta. In his research, he focuses on Indian firms and business leaders grappling with processes of strategic change and questions of strategic leadership over time. In particular, he retains an interest in how firms adapt and respond to the changing demands made upon their business models, their identity, and their purpose by their stakeholders in an ever-evolving business environment.



Anirvan's work has been published in leading scholarly and practitioner journals, including, the Harvard Business Review, Journal of International Business Studies, Global Strategy Journal, and the Journal of Product Innovation Management, and has been cited in the Economist. He was awarded a doctorate in Corporate Strategy and Policy by IIM Bangalore in 2010. Earlier, he received the master's degree in Economics from University of Lucknow. Anirvan was a finalist for the Gunnar Hedlund Award 2010/2011 for the best dissertation in the field of international business. He has received the FDC Best Paper in Strategy/IB Theory Award 2011 from the International Management Division of the Academy of Management.

## **ABOUT THE ORGANIZER**

---

The IIMC Case Research Centre (IIMCCRC) was set up in 2012 as one of the distinct centers of excellence of IIM Calcutta. The idea was to create a world-class repository of cases and teaching notes that can be used by its faculty members and academicians at other business schools in India & worldwide. The primary objective was to meet the growing demand for India-focused high-quality cases among academicians and practitioners. It also had a mission to:

- ✓ Champion the cause of case-based learning in Business Schools in India
- ✓ Provide resources and create opportunities for new and existing faculty members who are interested in developing case studies
- ✓ Establish a strong communication channel between the academic community of IIMC and the Indian business community and create an environment for mutual learning.

With its *constant and active engagement in developing cases* based on key industry challenges and success stories in Indian companies, it is proud to have successfully reached a **rich collection of more than 100 teaching cases** today. These cases span multiple management disciplines such as Strategy, Entrepreneurship, Finance and Accounting, Marketing, Supply chain management, Organizational Behavior, and Information Technology & Analytics. These cases are authored/co-authored by faculty members of the institute.

The center has been active in conducting case method workshops focusing on case writing and teaching with eminent global experts as speakers. These are well attended by academics and corporate professionals from India and abroad.

## **ABOUT: INDIAN INSTITUTE OF MANAGEMENT CALCUTTA (IIMC)**

---

IIMC was established as the national Institute for Post-Graduate Studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, the Ford Foundation, and Indian Industry. IIMC's vision is to be an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Its mission is "to develop innovative and ethical future leaders capable of managing change and transformation in a globally competitive environment and to advance the theory and practice of management."

Today, the institute serves as an autonomous body, continually evolving to meet its goals in an ever-changing business environment. It has blossomed into one of Asia's finest Management Schools, playing a pioneering role in professionalizing Indian management through its Postgraduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities.

IIMC is the first accredited institution in India with the "Triple Crown," having won international accreditations from AACSB, EQUIS, and AMBA. It is also the sole Indian member of CEMS, a global alliance of elite management schools.

The institute makes extensive use of cases in its postgraduate courses as well as in executive programs.

---

- **FOR ANY WORKSHOP RELATED QUERIES, PLEASE CONTACT:**

- Secretarial Assistant, IIMCCRC at [priyad@iimcal.ac.in](mailto:priyad@iimcal.ac.in) OR, [iimccrc@iimcal.ac.in](mailto:iimccrc@iimcal.ac.in)

