



Indian Institute of Management Calcutta

*Indian Institute of Management Calcutta Case Research Centre
Announces*

9th Case Method Workshop – Online

3rd, 5th, 7th & 8th March, 2022

Indian Institute of Management Calcutta Case Research Centre (IIMCCRC) of IIM Calcutta is glad to announce its 9th Case Method Workshop to be conducted over four days, during evenings.

DATES OF WORKSHOP: 3rd (Thursday), 5th (Saturday), 7th (Monday) & 8th (Tuesday), March 2022.

MODE OF DELIVERY: Online (over zoom platform)

LAST DATE FOR REGISTRATION: 28th February 2022

OBJECTIVE

Case Method has evolved as a very effective pedagogical tool in engaging students through real-life managerial decision-making scenarios. However, academicians often struggle with finding appropriate cases for their deliverables and wish to fill the gap by developing their own cases. Very often, they find the case-writing process very challenging. IIMCCRC's past case method workshops have highlighted the need. This workshop offered by IIMCCRC of IIM Calcutta is exclusively dedicated to meeting this demand for handholding in case-writing.

This workshop aims to develop skills for writing highly effective cases through a participative and feedback-oriented approach. The workshop is broadly divided into three modules: Case Ideation & Proposal, Developing the Case, and Developing the Teaching note. Each module is interspersed with relevant assignments combined with feedback from experienced faculty. Additionally, the workshop allows the participants to interact and network with academics and practitioners from diverse fields of expertise and learn from each other's experiences.

KEY TAKE AWAY OF THE WORKSHOP

- Learning the craft of developing and writing highly effective cases
- Introspection and feedback on the assignments on case proposal, case development, and teaching note
- 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 writing highly effective cases
- working in different areas of business and management
- committed to improving their case writing skills

SELECTION PROCEDURE

Applications expressing interest to participate should be submitted by **20th February 2022** to

priyad@iimcal.ac.in with a copy to **iimccrc@iimcal.ac.in** with the following two documents:

1) A short Bio and 2) A short write-up on a case idea (up to 500 words) on a controversial & compelling decision scenario, explaining the Decision-dilemma, the Context, the Protagonist, and Data Source for the case

As there are limited seats, the selection for the workshop will be based on the submissions. The selected candidates will be contacted through email by 25th February 2022.

IMPORTANT DATES

- The last date for submission: **20th February 2022.**
- IIMCCRC will notify the selected candidates through email by **25th February 2022.**
- The last date for registration of the selected candidates: **28th February 2022.**

REGISTRATION FEE

- For Domestic Academic participants: Rs. 15,000/- + applicable GST per person
- For Domestic Non-Academic participants: Rs. 17,000/- + applicable GST per person
- For Overseas participants: \$ 280 per person

Deadline for payment of Registration fees: **28th February 2022**

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

ONLINE REGISTRATION LINK

Link for registration to the workshop will be provided to the participants through email on their selection.

FACULTY

- Prof. V.G. Narayanan, Professor, Accounting and Management. Thomas D. Casserly, JR. Professor of Business Administration, Harvard Business School
- Prof. Ramendra Singh, Professor, Marketing, Indian Institute of Management Calcutta
- Prof. Arpita Ghosh, Associate Professor, Finance and Control, Indian Institute of Management Calcutta
- Prof. Megha Sharma, Associate Professor, Operations Management, Indian Institute of Management Calcutta

DETAILED SESSION PLAN

No.	Timing (IST)	Topic	Faculty
DAY 1: Case Ideation and Proposal: 3rd March 2022, Thursday			
	4:30 – 5:00 pm	Inauguration and Welcome	Director/ Dean, IIM Calcutta
1	5:15 – 6:45 pm	Introduction to Case Writing <ul style="list-style-type: none"> ● Ideation, Primary Vs. Secondary cases ● Dilemma: Protagonist, Context ● Target Audience, Course & Learning Objectives, Theoretical Concepts ● Do's & don'ts 	Prof. V.G Narayanan
15 minutes Break			
	7:00 – 7:30 pm	Assignment 1: Case Proposal, Deadline: next day 11:00 am	
DAY 2: Developing the Case: 5th March 2022, Saturday			
	4:30 – 5:00 pm	Presentations & Feedback on Assignment -1	Prof. Arpita Ghosh
15 minutes Break			
2	5:15 – 6:45 pm	Developing an effective Case – I <ul style="list-style-type: none"> ● Planning the structure of the Case ● Interviews, other sources of data ● Opening, Developing Pastures 	Prof. Ramendra Singh
15 minutes Break			
3	7:00 – 8:30 pm	Developing an effective Case – II <ul style="list-style-type: none"> ● Closing, Final Draft, Consent 	Prof. Ramendra Singh
15 minutes Break			
	8:30 – 9:00 pm	Assignment 2: Case Development, Deadline: next day 11:00 am	
DAY 3: Developing the Teaching Note: 7th March 2022, Monday			
	4:30 – 5:00 pm	Presentations & Feedback on Assignment - 2	Prof. Ramendra Singh
15 minutes Break			
4	5:15 – 6:45 pm	Developing an impactful Teaching Note <ul style="list-style-type: none"> ● Structure, Key Takeaways ● Assignment questions & Case Analysis ● Teaching plan: Board Work, Pedagogy ● Epilogue, Conclusion & Other learning aids 	Prof. Arpita Ghosh
15 minutes Break			
5	7:00 - 8:30 pm	Modifying the Case after Testing the same in class and Publishing the Case	Prof. Megha Sharma
15 minutes Break			
	8:30 - 9:00 pm	Assignment 3: Teaching Note, Deadline: 10:00 pm	

DAY 4: Revision: 8th March 2022, Tuesday

6	4:30 - 5:30 pm	Presentations & Feedback	Prof. Ramendra Singh, Prof. Arpita Ghosh & Prof. Megha Sharma
15 minutes Break			
	5:45 - 6:30 pm	HBSP Presentation	Mr. Taran Pant
	6:30 - 6:45 pm	Wrap-Up, Valedictory & Closure	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. 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. Arpita Ghosh**



Arpita Ghosh is an Associate Professor in the Finance and Control group of Indian Institute of Management Calcutta. She teaches courses like Corporate Financial Reporting & Analysis, Cost Management, Management Games, Financial Statement Analysis, Strategic Cost Management, Empirical Accounting Research, Theoretical Aspects of Financial Accounting and Seminar Course on Empirical Research in Banking.

Before joining IIM Calcutta, she served as faculty at IIM Ahmedabad. Her qualifications include Fellow of IIM Calcutta (Finance and Control), Post-Graduation in commerce from University of Calcutta (M.Com) and ACMA (Academic), Chartered Global Management Accountant (CGMA, CIMA). Her research interests include: Corporate Governance, Earnings Management, Financial Reporting in Banks, Environment-social-governance issues, and Enterprise Risk Management.

● **Prof. Megha Sharma**



A process improvement and sustainability enthusiast, Prof. Megha Sharma has more than 10 years of experience in teaching, executive training, business consulting and research. Her areas of interest include Business Process Improvement, Project Management, Statistics for Data Analytics, and Supply Chain Network Design. Her research work has been published in several leading national and international journals. Her co-authored papers have won awards at several conferences including the recent POMS 2020 conference, IEOM 2019 Conference, SOM 2019 Conference. Prof. Sharma did her B.Tech. in Civil Engineering from MNIT Jaipur (Gold Medalist) and PhD in Production and

Quantitative Methods from IIM Ahmedabad.

Prof. Sharma has been actively involved in academia-industry interaction through case writing, executive training, programme design and delivery, and consulting. She has led and taught in several executive training programmes targeted at professionals at different career levels, including senior managers, CXOs, and bureaucrats.

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.

The course content of IIMCCRC workshop is supported by Harvard Business Publishing.

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 OR, iimccrc@iimcal.ac.in
