



**INDIAN INSTITUTE OF MANAGEMENT CALCUTTA  
CASE RESEARCH CENTRE  
&  
IVEY PUBLISHING**

**ANNOUNCES**

**11<sup>th</sup>**

**CASE METHOD WORKSHOP - ONLINE  
ON  
WRITING EFFECTIVE CASES AND  
TEACHING NOTES  
ON  
AUGUST, 2024**



Indian Institute of Management Calcutta Case Research Centre (IIMCCRC) at IIM Calcutta and Ivey Publishing are collaborating to co-host an extensive online Workshop on Writing Effective Cases and Teaching Notes. The workshop will span across four days on **August 3rd, 5th, 7th and 9th of 2024** and the sessions will be held in the evenings (GMT + 5.30, Indian Standard Time).

**DATES OF WORKSHOP : 3rd (Saturday), 5th (Monday), 7th (Wednesday) and 9th (Friday) August 2024.**

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

**LAST DATE FOR REGISTRATION : 27th July 2024 (Saturday)**

**IIM CALCUTTA CASE RESEARCH CENTRE (IIMCCRC)**

## Need And Motivation

Case Method has evolved as a very effective pedagogical tool in engaging students through real-life managerial decision-making scenarios. However, many academicians struggle to find suitable cases for their courses 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 workshops have underscored the need. IIMCCRC's past case writing and teaching workshops have provided the requisite skillsets and hands-on practice to the participants in designing a case, collecting and organizing data from different channels and preparing teaching notes. This workshop offered by IIMCCRC of IIM Calcutta and Ivey Publishing is dedicated to meet this demand for handholding in case writing and creating an environment of mutual learning.

The workshop is open to all academic faculty at the degree-granting institutions, doctoral students, research scholars, case centre directors, case writers, industry consultants/analysts, corporate trainers and course designers.

## Objective

IIMCCRC in collaboration with Ivey Publishing, is offering a workshop to cover various elements of case selection, preparation, teaching notes, delivery, and evaluation as they apply to the case based classroom. The workshop aims to help participants develop skills for writing highly effective cases through a participative and feedback-oriented approach. Over the course of the workshop, participants will have the opportunity to work in a break out group on case assignments, and form it into the first draft of a case and teaching note. The workshop will be supported by a case writing format that provides structure and exercises, and guides participants through the case writing process.

## Key Take Away Of The Workshop

- Learning the tools and techniques of case crafting and writing highly effective cases
- Recognize the critical dimensions of writing a publication-worthy case
- Gaining the confidence to develop your own case and teaching note
- Prepare a draft case, teaching plan and teaching note
- Joint Certification of participation by IIM Calcutta and Ivey Publishing
- Develop relationships with the workshop tutors and fellow participants

Participants should come to the online workshop: Writing Effective Cases and Teaching Notes with one (or more) case idea(s). There will be a set workshop task/assignments to conduct preliminary research after each day online session. The participants will be divided in a group to complete the assignment and submit the next day. The individual groups will present the assigned case development task to the workshop tutor the following day and will receive feedback.

## Who Can Attend?

Faculty members, doctoral students, research scholars, case writers 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
- corporate learning and development specialists who would like to adopt the case method and learn about case development.

## Post-workshop Case Review

- After the workshop you will have the opportunity to submit the draft of your case and teaching note for a written review. You will receive individual feedback from our IIM Calcutta faculty experts. Please note, you must submit your draft by 23 September 2024.
- Opportunity to write cases with IIM Calcutta faculty members as a co-author or case writer and selected cases will be funded from IIMC Case Research Centre grant and later published at IIMCCRC.

## Registration Fee

- For Domestic Academic participants: Rs. 20,000/- + applicable GST per person
- For Domestic Non-Academic participants: Rs. 25,000/- + applicable GST per person
- For Overseas participants: US\$ 400 per person

5 or more participants from an organisation - 10% discount (Please email to [iimccrc@iimcal.ac.in](mailto:iimccrc@iimcal.ac.in))

## Deadline For Payment Of Registration Fees: 27th July, 2024

Fees are non-refundable unless the workshop is cancelled due to unavoidable situation. Participation by the substitute is allowed on special grounds stating legitimate reasons.

If you have any questions, please email - [iimccrc@iimcal.ac.in](mailto:iimccrc@iimcal.ac.in) / [head.crc@iimcal.ac.in](mailto:head.crc@iimcal.ac.in)

or call at **+91 33 71211147 / +91 33 71211146**



## How To Register

Applications shall be made and accepted purely online. Application / Registration form and payment link are available online.

[Register Now](#)

## Facilitators

- Prof. David Wood, Richard Ivey School of Business
- Prof. Nimruji P Jammulamadaka, Professor, Organizational Behaviour, Indian Institute of Management Calcutta
- Prof. Arpita Ghosh, Associate Professor, Finance and Control, Indian Institute of Management Calcutta
- Prof. Dharma Raju Bathini, Associate Professor, Human Resource Management, Indian Institute of Management Calcutta

## Facilitators Profile



**David Wood** is a member of the faculty in Operations Management at The Ivey Business School as well as a graduate of both the HBA and MBA program. He has spent many years in industry as the Director of Sales & Marketing in the US and then VP Manufacturing before becoming President for W. C. Wood Company, a global manufacturer of home appliances. David has had extensive experience in international business, mergers and acquisitions, and currently sits on several corporate boards. He has served as the faculty director for the MBA and Accelerated MBA program and was the Executive Director of Ivey Publishing.

He has authored more than 30 case studies, case-based articles, which have been widely referred, published and is respective best-sellers in their fields. All the 30+ cases are published with Ivey Publishing, and are also available at Harvard Business Publishing and European Case

Centre. David along with three other fellow authors has published a book titled “Teaching with Cases/Writing Cases/Learning with Cases” which is currently in its 5th edition and has total sales over 100,000 copies worldwide. In 2014, he was awarded with David G. Burgoyne Teaching Award for Outstanding Commitment to Student Development. David was the winner of the Case Centre 2019 Outstanding Case Teacher Award. His teaching specialties are Managing Operations, Operations Strategy, Global Supply Chain Management, Ivey Filed Project.

Experienced Board Chair with a demonstrated history of working in the consumer goods industry. Skilled in Business Planning, Analytical Skills, Data Analysis, Business Development, and Entrepreneurship. Before joining academia, he has spent many years in industry as the Board of Directors, Hammond Power Solutions, Board of Directors, Chairman, Danby Products Limited and President, W. C. Wood Company.



**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 Shoaib Ul-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.



**Arpita Ghosh** is an Associate Professor in the Finance and Control group of the Indian Institute of Management Calcutta. She teaches courses like Corporate Financial Reporting and 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 the University of Calcutta (M.Com) and ACMA (Academic), and 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.



**Dharma Raju Bathini** is an Associate Professor in the Human Resource Management Group at IIM Calcutta. He holds a PhD in 'Organisation Behaviour' from IIM Ahmedabad and a BTech from NIT Warangal. He is currently the faculty coordinator of the IIMC Case Research Center. He has interdisciplinary interests in teaching as well as research. He researches HR issues in platform work, work-from-home and new technology and has published his academic research work in top-tier international journals. He is also an active case researcher and has published with leading international case centres, including Ivey Publishing.

He has designed and delivered OB & HR training programmes of both long and short duration. His teaching specialties are International HRM, Strategic HRM, and Managing Work Stress. Before joining academia, he led change initiatives and IR conflict resolutions at large-scale manufacturing units. He also led project teams that built larger-scale green-field manufacturing units for automotive parts.

## Session Plan

No.	Timing ( GST +5:30 IST )	Topic	Faculty
<b>DAY 1: Case Ideation and Proposal: 3rd August 2024, Saturday</b>			
	4:30 – 5:00 pm	Inauguration and Welcome	Director/ Dean, IIM Calcutta
<b>15 minutes Break</b>			
1	5:15 – 7:15 pm	Introduction to Case Writing	Prof. David Wood, Ivey Business School
	7:15 – 7:30 pm	Assignment 1	Prof. David Wood, Ivey Business School
<b>DAY 2: Developing the Case: 5th August 2024, Monday</b>			
	4:30 – 5:00 pm	Presentations & Feedback on Assignment -1	Prof. Dharma Raju Bathini, IIM Calcutta
<b>15 minutes Break</b>			
2	5:15 – 6:45 pm	Developing an effective Case – I	Prof. Nimruji P. Jammulamadaka, IIM Calcutta
<b>15 minutes Break</b>			
3	7:00 – 8:30 pm	Developing an effective Case – II	Prof. Nimruji P. Jammulamadaka, IIM Calcutta
<b>15 minutes Break</b>			
	8:45 – 9:15 pm	Assignment 2	Prof. Nimruji P. Jammulamadaka, IIM Calcutta
<b>DAY 3: Developing the Teaching Note: 7th August 2024, Wednesday</b>			
	4:45 – 5:15 pm	Presentations & Feedback on Assignment - 2	Prof. Nimruji P. Jammulamadaka, IIM Calcutta
<b>15 minutes Break</b>			
4	5:30 – 7:00 pm	Developing an impactful Teaching Note	Prof. Arpita Ghosh, IIM Calcutta
<b>15 minutes Break</b>			
5	7:15 - 8:45 pm	Testing, Revising and Publishing the Case	Prof. Dharma Raju Bathini, IIM Calcutta
<b>15 minutes Break</b>			
	9:00 - 9:30 pm	Assignment 3	Prof. Dharma Raju Bathini, IIM Calcutta
<b>DAY 4: Revision: 9th August 2024, Friday</b>			
6	4:30 - 5:30 pm	Presentations & Feedback	Prof. Arpita Ghosh Prof. Dharma Raju Bathini
<b>15 minutes Break</b>			
	5:45 - 7:15 pm	Ivey Publishing Presentation	Ms. Violetta Gallagher, Ivey Publishing
	7:15 – 7:45 pm	Wrap-Up, Valedictory & Closure	Faculty Coordinator, IIMCCRC

**All sessions will be conducted in English. Proficiency in spoken and written English is essential.**

## About The Organizers

### IIM Calcutta

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 the 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."

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 IIM Calcutta Case Research Center (IIMCCRC)** was set up in 2012 as one of the distinct centers of excellence of IIM Calcutta. The idea is 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 and worldwide. The institute makes extensive use of cases in its postgraduate courses as well as in executive programs.

IIMCCRC cases focus on management issues that executive face in their day to day affairs. The cases are based on real world decisions, key industry challenges, decision making dilemmas, requiring thorough analysis helps develop extraordinary leaders and careers. Over the decade IIMCCRC has become a leader on case publishing focused on indigenous cases and has a rich collection of more than 150 teaching cases. These cases span multiple management disciplines such as Strategy, Entrepreneurship, Finance and Accounting, Marketing, Supply Chain Management, OB, OM, HRM, IT and Analytics. These cases are authored/co-authored by faculty members of the institute.

### Ivey Business School

The Ivey Business School (<https://www.iveypublishing.ca/s/>) at Western University is Canada's leading provider of relevant, innovative and comprehensive case-based business education. Drawing on extensive research and business experience, Ivey faculty provide the best classroom experience, equipping quipping students, through Case-Method Learning, with the skills and capabilities they need to tackle today's leadership challenges. Ivey offers world-renowned undergraduate and graduate degree programs and Executive Development programs at London, Toronto and Hong Kong campuses. Since Ivey's inception in 1922, the case method has been the cornerstone of the School's approach to learning. Only a handful of schools globally are truly dedicated to the case study method of learning.

**Ivey Publishing** is the biggest publishing house of Asia based cases and hosts the world's largest collection of India based business cases. Ivey's India case collection is available to Indian faculty and business institutes at very competitive rates. The world leader in Case Method Training, Ivey has trained over 700 faculties in the Case Method across India. The India initiative is focused on developing various opportunities for Indian faculty to hone skills in case teaching, and case writing and is also committed to helping Indian authors bring their cases to publication.



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