

Showcase

- AN IIMCCRC BI-ANNUAL NEWSLETTER

Welcome to the 2nd edition of the newsletter "Showcase", which we fondly refer to as our "Summer Edition". With the temperature outside soaring high, IIMC's charming green surroundings is taking up the challenge. The activities within IIMCCRC have increased significantly, as we are in the process of finalizing a number of exciting cases for the current fiscal year. We are very proud to say that many blue-chip companies like Aditya Birla Group, Bombay Stock Exchange, Britannia, Dabur, ICICI Securities, Mastek, Netmagic, Wipro, Future Group, Yes Bank and many others have shown their interest to partner with IIMCCRC to develop cases on their latest happenings. This overwhelming interest and support from the industry has strengthened our aspiration to build a world class case repository which will house high-quality cases. It's also heartening to find that an increasing numbers of courses at IIMC are using our cases. Last but not the least, our sincere thanks and gratitude to our PGP alumni community, whose generous contribution has given us a strong financial foundation, and also the faculty and case writer communities that are constantly enriching the center with their creative talent.

✓ Major uptake of case studies in various programs

IIMCCRC has witnessed increased use of cases developed in-house in different programs such as PGP, PGPEX and PGDBA along with several MDPs and LDPs conducted by the Institute. Some of the popular courses/programs that have used these cases on a regular basis include Contemporary Business Analytics, Creating and Managing Innovative ICT Based Startups, Tech@Work, MDP on Big Data Analytics, LDP on Executive Program on Managing Business Decisions, etc. IIMCCRC has started selling its case studies to external entities like educational institutes and corporations as well.

✓ Case Method Workshop 2017



IIMCCRC hosted a two-day workshop on the Case Method on 2nd and 3rd March 2017. The workshop emphasized the importance of case based teaching and the art of developing effective case studies. Prof. Philip Zerillo of Singapore Management University was the chief facilitator of this workshop along with Ms. Havovi Joshi, the Head of Communications and Dissemination for the Centre for Management Practice at Singapore Management University. On the last day few model cases from the IIMCCRC case repository were presented by faculty members of IIMC along with case writers and doctoral students of the institute. The workshop was a huge success as it witnessed overwhelming participation and huge enthusiasm from participants across the country.

The two day case workshop instilled confidence in me to write the case which I had in mind. I discussed it during the workshop. Today, it is at an advanced stage of review with a leading global business case publishing house. Thanks to Prof. Bose and the resource persons ...who made it easy.

- **Dr. Sushmita Biswal Waraich, Associate Professor, The NorthCap University, Gurgaon**



In the News

✓ Alumni contribution acknowledged

IIMCCRC had received a donation from the 23rd batch of PGP alumni for the development of 30 case studies. Till date, 25 case studies released by IIMCCRC have acknowledged this contribution.

✓ Release of case study



Release of case study on the Foundation Day of Mytrah Energy at Hyderabad.

From left - Special Representative (Cabinet Minister Rank) of Government of Telangana Sri Ramachandru Tejavath, I.A.S; Mr. Vikram Kailas, Managing Director, Mytrah Energy; Mr. Ravi Kailas, Chairman, Mytrah Energy with other state dignitaries.

✓ Faculty Speaks



Management being an applied subject depends a lot on managerial practices and so case teaching is one of the important tools of learning for MBA students, especially when they lack relevant industry experience. The case teaching method hones the students to solve managerial problems in a vicarious learning environment.

I have so far registered 3-4 co-authored case studies with IIMCCRC. Few more case study writing projects are also in progress. IIMCCRC is a great platform to connect to industry for case study writing to get funding support, and also back-end support such as copy-editing, and getting a case writer.

My current case study is on a unique police helpline called "Ek Number Bharose ka" which is a non-emergency police helpline started in Kanpur Zone (UP) recently and it was an instant success. The protagonist, IPS Ashutosh Pandey (IGP, Kanpur Zone) provided immense support to us by providing the data required for writing an enriching case study.

I remember a marketing research case which got huge class participation from students who tried to solve all complexities of the market research project to be taken by the protagonist's organization. At the end of the class, students realized that most of the details of the market research in the case were not required, as the protagonist couldn't solve the managerial problem through market research. So the learning was: Is market research always required?

Prof. Ramendra Singh
Associate Professor (Marketing), IIMC

✓ Case Writer Reflects



I have been associated with IIMCCRC since its inception. Till date, I have written three case studies with IIMCCRC and my association with IIMCCRC has been very enriching so far, I had ample opportunities to interact with visionaries like Prof. Indranil Bose and many industry leaders who are involved in unique forays about which we may not be aware at all.

My latest case study with IIMC was on HPCL, an Indian state-owned oil and natural gas company, about their journey in implementation of business intelligence.

My advice to other interested case writers will be to first realize the objective of the case very clearly and collect as much information as possible with multiple viewpoints and ideas. Asking pointed questions in the data collection process that are directly aligned with the objectives of the case helps to utilize the interview sessions in the best possible way. The protagonist and the other interviewees may be eager to share their experience which appears to be very interesting to them, but if that doesn't contribute directly towards the case objective then it will be necessary to limit such discussion. Always be very detailed and objective and focus on the key dilemmas that the company is going through.

Mr. Saikat Dutt
Case Writer and Director at Cognizant Technology Solutions

✓ The Editorial Team



Prof. Indranil Bose
Faculty Coordinator



Mr. Anirban Biswas
Head - IIMCCRC



Ms. Sutapa Dey
Sr. Executive Secretary

Recently Completed Cases

- *Satyam Computer Services Limited: Analysis of the Financials*
- *IFC Mutual Fund: In Search of the Right Investment Strategy*
- *Rising Lions: In Pursuit of Right Players for IPL*
- *Lifetron Hospital: In Search of Right Service Marketing Strategy*
- *Kutchina: In Search of a Marketing Strategy*
- *Mytrah Energy: Diversifying into Solar*
- *Smart City Palava and Adoption of E-governance*
- *RS Software Implements a Digital Payment Platform: The Unified Payment Interface*
- *Mobilize.NET: Mobilizing Growth*
- *Advertising Analytics for Actionable Insights at Ramco Cements Limited*
- *HPCL and the Project Blitz : Evangelizing Business Intelligence*
- *Lemon Tree Hotel Company: Beyond Value Chain Integration*

✓ Alumnus Connects

Prof. Indranil Bose spoke with me about doing a case on Lemon Tree Hotels with IIMCCRC, and I felt that it would be a great opportunity to share our story with a young and vibrant audience.



We explored a few different angles and then decided to focus on the business model and growth story of Lemon Tree. This case makes for interesting analysis as the Lemon Tree brand was setup in India at a time when this segment didn't exist. We were the pioneers in the mid-market segment and in fact built it significantly in a few years. The case will help students reflect upon key elements of the business model i.e., value chain management, talent management, demand-supply projections, mitigation strategies and business foresight. It includes all ingredients that are required to be a successful business leader or an entrepreneur.

Working with Prof. Bose and his team was invigorating and there were many eye opening moments. As a IIMC alum, I think we can contribute to learning at the institute by sharing stories of our successes and failures - which will act as a great learning opportunity. For me this was a fun exercise!

Mr. Patu Keswani
18th Batch PGP and Distinguished Alumnus, IIMC
Chairman and MD, Lemon Tree Hotels

In Case

If you have any suggestion about the newsletter or if you want to share any innovative idea about case teaching and case writing please reach us at iimccrc@iimcal.ac.in