



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

10th

**CASE METHOD WORKSHOP
ON**

Developing India-based cases in the post-Covid ChatGPT era



**JANUARY 05 - 06, 2024
IIMC CAMPUS, KOLKATA**

IIM CALCUTTA CASE RESEARCH CENTRE (IIMCCRC)

Indian Institute of Management Calcutta Case Research Centre (IIMCCRC) of IIM Calcutta is glad to announce its 10th Case Method Workshop to be held on 5th and 6th January 2024.

NEED AND MOTIVATION

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 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 is dedicated to meeting this demand for handholding in case writing and creating an environment of mutual learning.

The workshop will be hosted by the Indian Institute of Management Calcutta (IIMC) and is open to all academic faculty at the degree-granting institutions, doctoral students, research scholars, case writers and industry practitioners or corporate trainers.

OBJECTIVE

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 and 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.
- Recognize the critical dimensions of writing a publication-worthy case.
- Analyzing good vs. average case studies.
- Gaining the confidence to develop your own teaching note.
- Introspection and feedback on the assignments on case proposal, case development, and teaching note.
- Expansion of professional and personal network.
- Certification of participation in the workshop.

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.



PRE-WORKSHOP REQUIREMENTS

- Participants are required to come to the workshop with a definite idea and learning objectives for a business case. They need to identify a company, the case protagonist, and preferably (not mandatory) obtain permission from the company to write the case.
- Participants are requested to share their case idea and a 2-3-page Case Plan with us two weeks prior to the workshop dates. The Case Plan includes the opening paragraph and the proposal, the outline of the case by subtitles, a list of data requirements, and a time plan.

POST-WORKSHOP ACTIVITIES

- Participants will receive feedback on the case plan from the workshop trainers within a few weeks of the completion of the workshop.
- Opportunity to write cases with IIM Calcutta faculty members as the co-author or case writer and selected cases will be funded from IIMC Case Research Centre grant.

REGISTRATION FEE

- For Domestic Academic participants: Rs. 26,000/- + applicable GST @ 18% per person
- For Domestic Non-Academic participants: Rs. 30,000/- + applicable GST @ 18% 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)

The registration fee includes program materials and meals (morning refreshments & lunch on the 5th and 6th of January, dinner on 5th January and tea/coffee) while the workshop is in session. Pre-work will be emailed to registered participants a week prior to the workshop dates.

Registration is secured when you receive a confirmation email on your registered email address.

Space is limited and offered on availability.

Deadline For Payment Of Registration Fees: 14th December 2023

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 / 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



PROGRAMME SCHEDULE

FRIDAY, 5th JANUARY, 2024

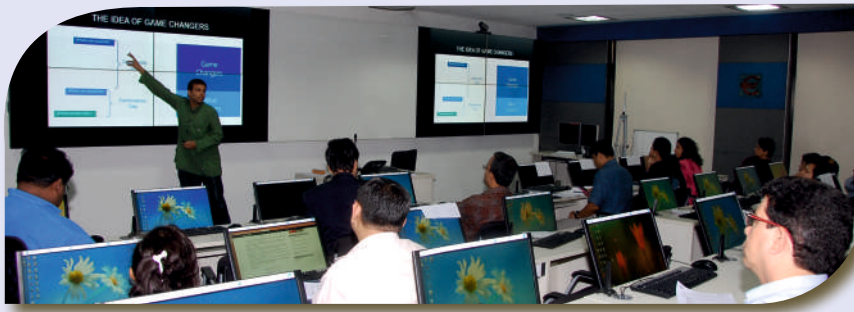
09.00 am – 09.30 am	Registration Followed by Light Refreshments and Tea / Coffee
09.30 am – 09.45 am	Inauguration and Welcome - Director/Dean, IIMC & Coordinator, IIMCCRC Calcutta
09.45 am – 11.15 pm	Learning the Craft of Case Writing - Facilitator: Prof. Ashok Som
11.15 am – 11.30 pm	Tea/Coffee Break and Group photo will be taken during this break
11.30 pm – 01.00 pm	What makes a great case, Analysis and Discussion - Facilitator: Prof. Ashok Som
01.00 pm – 02.15 pm	Networking Lunch
02.15 pm – 3.45 pm	Discussion & Developing an Effective Case - Facilitator: Prof. Ashok Som
03.45 pm – 04.00 pm	Tea / Coffee Break
04.00 pm – 5.30 pm	Developing an Impactful Teaching Notes - Facilitator: Prof. Ashok Som
05.30 pm – 06.00 pm	Heritage Tour of IIM Calcutta
7.30 pm – 9.00 pm	Networking Dinner

SATURDAY, 6th JANUARY, 2024

9.15 am – 09.30 am	Light Refreshments
9.30 am – 11.00 am	Developing Cases in the Post-Covid Era and the Role of AI and ChatGPT - Facilitator: Prof. Ashok Som IIMCCRC Calcutta
11.00 am – 11.15 am	Tea / Coffee Break
11.15 am – 12.45 pm	Mastering the Case Method - Teaching Effectively with Cases – Facilitator - Prof. Arpita Ghosh
12.45 pm – 01.45 pm	Networking Lunch
01.45pm – 02.45pm	Overcoming Challenges in case-method teaching, writing and research : Reflection and Introspections – Facilitator: Prof. Dharma Raju Bathini
02.45pm – 04.00pm	Discussion, Questions, Observations, Adaptation and Evaluation followed by exercise feedback and joint case development opportunity - Facilitator: Prof. Dharma Raju Bathini
04.00 pm – 04:15 pm	Tea/Coffee Break
04.15 pm – 04:45 pm	HBSP Presentation
04.45 pm – 05.15 pm	About IIMCCRC, Wrap-up & Valedictory & Closure – Prof. Dharma Raju Bathini
05.15 pm – 05.30 pm	Presentation of Certificates

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

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FACILITATORS



Prof.
Ashok Som

Ashok Som is a Professor of Management Department at ESSEC Business School and he is the Founding Director of ESSEC-Parsons Executive Masters in Luxury (EMiLUX) Business. He coordinates the module Managing International Business/Global Strategy within different programs at ESSEC. He received his Ph.D from the Indian Institute of Management (IIM), Ahmedabad, M.Sc and M.Tech from the Indian Institute of Technology, Kharagpur, and bachelor's degree from Presidency College, Calcutta, India. His research interests lie in the role of global strategy in building brands that transcend geographies and his current research is on creative industries focusing on luxury industries.

He has authored more than 120 case studies, case-based articles, which have been widely referred, published and is respective best-sellers in their fields. His name regularly appears as one of the top 40 best-selling case authors from 2016 onwards at thecasecenter.org out of 8000 case writers. In 2021, he was ranked 11th in the world. He has been the winner of EFMD Case Writing Competition 2008 in the Indian Management category. He won The Case Centre Award 2014 in the Entrepreneurship category. He has authored the books, Organization-Redesign and Innovative HRM, Oxford University Press (Nov 2008), International Management: Managing the Global Corporation, McGraw Hill, UK (August 2009) & co-authored the books, The Road to Luxury: The Evolution, Markets and Strategies of Luxury Brand, Wilsey (March 2015), Second Edition of the book The Road to Luxury: The New Frontiers in Luxury Brand Management, Wilsey (March 2021)

He is an Adjunct Faculty at IIMA Ahmedabad and Mannheim Business School and a visiting Professor at IIM Calcutta (India), Auckland University of Technology (New Zealand); Graduate School of Business, Keio University (Tokyo) and Tamkang University (Taiwan).



Prof.
Dharma Raju Bathini

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.



Prof.
Arpita Ghosh

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.

ABOUT IIM CALCUTTA CASE RESEARCH CENTRE (IIMCCRC)

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.

With its constant and active engagement in developing cases based on key industry challenges and success stories in Indian companies, IIMCCRC has successfully reached a **rich collection of more than 130 teaching cases** and counting. These cases span multiple management disciplines such as Strategy, Entrepreneurship, Finance and Accounting, Marketing, Supply chain management, Organizational Behavior, and Information Technology and analytics. These cases are authored/co-authored by faculty members of the institute.

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



ACCOMMODATION

Participants are expected to cover their own transportation and other living cost. We have limited reserved rooms available on a paid basis (INR 3360 inclusive of GST) at the Management Development Centre, IIM Calcutta and it will be allotted only on first cum first serve basis. Accommodation charges and additional expenses incurred will be borne by the participant and paid for at the time of stay.

For accommodation booking, please email to iimccrc@iimcal.ac.in / priyad@iimcal.ac.in or call at **+91 33 71211147**

If you are looking for stay options close to the workshop venue, you may explore the following:

Ibiza The Fern Resort & Spa, Kolkata (6.4 km from IIMC campus)

Merlin Greens, Kripampur, Diamond Harbour Rd, P.S: Bishnupur, Kolkata, West Bengal 743503

Website: <https://www.ibizaesort.co.in/> Contact Details: +91- 8697119001

Parkstone, Kolkata (3.3 km from IIMC campus)

150A, Diamond Harbour Road, Dostipur, Pora Aswathatola, Behala Thakurpukur

Paschim Barisha, Kolkata, West Bengal 700063.

Website: <http://www.hotelparkstone.com> Contact Details: +91- 85838 29961 / 85828 63891

Aristro Club, Kolkata (600 metres from IIMC campus)

680, Diamond Harbour Road, Near IIM Calcutta, Joka, Kolkata, West Bengal – 700104

Website: <https://aristrobooking.wixsite.com/joka> Contact Details: +91- 9007087129.



Corresponding Office Address:

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Website: <http://www.iimcal.ac.in/case-studies-lists>