



Colloquium on Case Studies  
May 1-3, 2019

The case study is a pedagogic tool that has been universally accepted in b-school education the world across. It has been in use for more than a century and has been accepted as a ubiquitous teaching tool and hence there is no debate nor doubt about its key benefits for the learners. However, for business schools to remain relevant, training its students, tutors and establishing an infrastructure for case study usage continues to be a perennial requirement. To address these gaps, IBS Bangalore conducted a three-day colloquium on case studies.

IBS, with an established legacy of being an early adopter of the case study pedagogy in the country has a proven track record of using case studies and developing a repository of more than 5500 case studies. With this rich experience, the team at IBS Bangalore organized a three-day colloquium on case studies.

The colloquium comprised of three main events, viz., workshop on case study writing, a workshop of teaching through case studies and a case study conference. On day one of the event the workshop was spearheaded by Prof. G.V. Muralidhara, Campus Director of IBS Bangalore and an accomplished case study writer. He was supported by a team from Case Research Centre (CRC), ICFAI, Hyderabad, Ms. Indu and Mr. Manish Agarwal. The workshop on case writing focused on the structure of a case study, process of constructing a case study, identifying objectives for a case study, good practices in case study writing and editing. The team from CRC emphasized on developing a teaching note, common errors made by case study writers and also shared tips on how to write award winning case studies.

On the second day of the colloquium, Prof. Bharathi S Gopal from IBS Bangalore organized a workshop on teaching through case studies. The workshop began with demonstrations of orchestrating a case study. The session linked the case facts with the underlying concepts. This was followed by a discussion on preparation for a case study session, assessments of case discussions, analysis and reports and creating rubrics for assessments. There was also a hands-on-workshop on creating a teaching plan as part of preparation for a case session.

On the third day of the colloquium, a conference on case studies was organized. This conference invited selected case study authors to present their case studies and share their experience of the case study usage. These case studies were subjected to a rigorous review before selection for presentation. Each case study presentation was followed by the review panel offering its feedback and suggestions to improve the case study further.

The conference witnessed participation from case authors from Aligarh Muslim University, Symbiosis Institute of Management Studies, NIFT, MS Ramaiah University, IBS Dehradun and IBS Bangalore, Sri Satya Sai Institute of Higher Learning, RV Institute of Management, Bangalore and a few others. The review panel conferred a cash prize for Best Case Study to Dr. Jagriti Mishra of Department of Management Studies, NIFT, Gandhinagar. The valedictory ceremony was graced by M.G.Jayaram, CBO-HiTech, Tata Consultancy Services Ltd. He addressed the audience and emphasized on the benefits of case learning in grooming students to be industry-ready. He also conferred the Best Case Study Prize to the winner and certificates to the participants.

With the conduct of this event, it is expected that IBS Bangalore has successfully motivated many more academicians to teach and write case studies better.



