

#### Other Guidelines:

- Delegate Fee:  
**For one day:**  
*Rs. 2,000/- + (GST @ 18% extra) per Participant*  
**For two days:**  
*Rs. 3000/- + (GST @ 18% extra) per Participant*  
**For all the three days:**  
*Rs. 4000/- + (GST @ 18% extra) per Participant*  
**Group Discount:**  
*For 3 or more delegates, avail 20% off*  
Delegate Fee includes lunch and tea on all the days, networking dinner on one of the days, workshop kit and a certificate.
- Cash prize for the best entry **INR. 25,000/-**

#### Important Dates:

- Colloquium Dates – May 1-3, 2019
- Submission Date: March 3, 2019
- Last date for registration: April 20, 2019

#### Workshop Location:

**IBS**  
**# 231, State Highway-275, Bengaluru-Mysuru Road, Near Kengeri Check Post, Kengeri, Bangalore – 560060**  
[www.ibsindia.org](http://www.ibsindia.org)  
Tel: +91 80 6622 2222  
9845824905

#### Profile of Resource Persons:

##### **Prof. G.V. Muralidhara**

Prof. G.V. Muralidhara, Director of IBS, Bangalore is a renowned case study expert. He was earlier the head of the ICFAI Case Study division at Hyderabad. He has developed more than a 100 case studies and won several awards internationally. Prof. Muralidhara has also conducted several workshops and seminars on developing and using case studies. During this workshop, Prof. Muralidhara would be delivering on the case writing process, selecting topics for case studies, writing style and developing a teaching note.

##### **Prof. Bharathi S Gopal**

Prof. Bharathi S Gopal has been in academics for about two decades. She has developed several case studies and conducted training sessions on case study writing. She has also mentored academicians on the usage of case studies in the classroom, integrating case study discussions with assessment and facilitator's preparation for a case study session. Prof. Bharathi has also designed a course and delivered through the case study pedagogy. During this workshop, Prof. Bharathi would be focusing on why and how to teach through case studies, developing a teaching plan for case sessions and demonstration of a case session.

# IBS Bangalore

## Three Day Colloquium on Case Studies

May 1-3, 2019

# Colloquium

One of the key skills that business school education strives to impart to its tutelage is the skill to make decisions. While there are courses that impart domain-specific knowledge and theoretical concepts on decision making, the case study pedagogy aims to build the decision making skills. For more than a century, business schools across the world have used this method extensively and it continues to remain a significant teaching tool.

The colloquium for three days is a unique blend of conference and workshops. This colloquium aims to assist academicians to teach and also develop their own case studies. Effective usage of case studies is tied to the teaching objectives of the case study. However in practice, there are possibilities of variations owing to different audiences and learning competencies. Hence the facilitator of the case study discussion might require customizing teaching and discussion plans.

Additionally, the colloquium would also aim to assist academicians attempting to develop their own case studies. This is through presentations of case studies and teaching plans developed by participating delegates and workshop sessions. An eminent panel consisting of experienced case writers will offer their feedback to fine tune the case study.

## Target Audience

- Academicians teaching business management courses interested to learn the case study pedagogy
- Academicians interested to develop their own case studies
- Academicians/case study authors who have developed case studies and interested to seek further feedback and publishing opportunity.

## Program Schedule

### Day 1: May 1, 2019

9.30 am - Registrations

10.00 am - Welcome & Key Note Address

11.15 am -5.00 pm - Case Writing Workshop by Prof. G.V. Muralidhara

### Day 2: May 2, 2019

10.00-5.00 pm – Workshop on Teaching through Case Studies by Prof. Bharathi S Gopal

### Day 3: May 3, 2019

10.00-5.00 pm – Case Study Presentations and Valedictory

## Submission Guidelines

Academicians and case authors are invited to present their case studies in the event. Selected case studies will be offered review and editing support for publishing at The Case Centre, UK.

Case authors can send their case studies across a broad range of domains such as Strategy, General Management, Finance and Accountancy, Marketing, Innovation, Entrepreneurship, Human Resources, Operations and Supply Chain Management, Ethics and Social Responsibility, Sustainability and Information Technology.

The case study can be based either on primary data or published data. In case of primary information, authors need to furnish a No Objection Certificate from the company. In case of published information, proper references must be mentioned in the case study. Authors of selected case studies for publication are also required to sign a Copyrights Declaration.

**An abstract of about 500 words, teaching objectives of the case study (mandatory requirement), the case study not exceeding 3000 words (excluding annexure and exhibits) and a teaching note needs to be mailed by the author/s to [bharathi.gopal@ibsindia.org](mailto:bharathi.gopal@ibsindia.org)**

