



## ABOUT THE COLLOQUIUM

The colloquium to be held from July 22, 2020 to July 24, 2020 at IBS, Bangalore is an attempt to motivate academicians to develop case studies for instructional usage. The colloquium will begin with a case study writing workshop for the first two days. The participants will go through a rigorous process of developing their ideas into draft case studies guided by Prof. G. V. Muralidhara, Director, IBS, Bangalore and former Dean of IBS Case Research Centre, Hyderabad. The colloquium also includes a conference which acts as a platform for case authors to present their case studies.

## METHODOLOGY AND SCHEDULE

### Case Development Workshop

The case writing workshop held on July 22 and 23, 2020 will be delivered through workshop mode. Participants can present their case ideas and continue to work on it after the workshop with the support of IBS. Such case authors will be encouraged to participate and present these case studies in the colloquium of 2021.

### Conference on Case Studies

On July 24, 2020 authors of selected case studies will present their case submissions, teaching objectives and plans. 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. Selected case studies will be offered review and editing support for publishing at repositories of IBS and The Case Centre, UK.

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 if it is selected for review support and publishing. In case of published information, proper references must be mentioned in the case study.

Case Submission should include:

- Abstract of about 500 words and Teaching objectives of the case study (mandatory requirement),
- Case study not exceeding 3000 words (excluding annexure and exhibits)
- Teaching note

All submissions to be made in MS Word with font type Times New Roman, font size 14 for title and 12 for body text with single line spacing and mailed to: [bharathi.gopal@ibsindia.org](mailto:bharathi.gopal@ibsindia.org)



### Target Audience

While academicians, research scholars and industry practitioners interested in the case study pedagogy are invited for the three day colloquium, based on our past experience the following have largely benefitted:

- 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
- Academicians teaching business management courses interested to learn the case study pedagogy
- Academicians from other streams like Commerce, Economics, Hospitality and Event Management, Education, Engineering and others, who feel the need of imparting the business application of their respective courses.

### Colloquium Learning Outcomes

At the end of the colloquium, the participant will:

- Learn the process of writing a case study
- Identify ideas that have the potential to develop into good case studies
- Structure a case study
- Learn best practices of writing a case study
- Appreciate case studies and writing styles of other case authors
- Network with other case authors for potential collaboration

### Participant Fee

The delegate fee includes lunch, tea, snacks, workshop kit and material, certificates and networking dinner on July 23, 2020.

Case Study writing workshop on July 22 and 23, 2020

Rs. 3000 + 18% GST

Case Study Conference on July 24, 2020

Rs. 2000 + 18% GST

All three days – July 22 to 24, 2020

Rs. 4000 +18% GST

Group Discount: For three or more delegates, avail 20% off

Note:

- SKYPE/Zoom Presentations allowed on request only for registered delegates
- Please note the registered delegates must be physically (or virtually) present
- The organizing team suggests that participants to gain from the deliberations to avoid missing the sessions of the workshop and/or the conference.

### Mode of Payment:

- **The payment can be made in the form of DD drawn in favour of ICFAI Business School, Bengaluru and sent to the address mentioned below:**

Prof. Bharathi S Gopal,  
IBS, # 231, State Highway-275,  
Bengaluru-Mysuru Road,  
Near Kengeri Check Post, Kengeri,  
Bangalore – 560060

- **NEFT Details for Online Transfer**

Kotak Mahindra Bank GSTIN: 29AAAJT0214B1ZM  
Name: ICFAI Business School, Bengaluru PAN: AAAJT02148  
Account No. 8011889041 RTGS/NEFT IFSC Code: KKBK0000445  
Branch: Bidadi

### Registration Form Click here:

<https://docs.google.com/forms/d/1Nkf5yeSMID61Nm9afIzDZL2MB6kiSgbIhN6x3f5Vwos/prefill>

## PROFILE OF THE RESOURCE PERSON:



Prof. G.V. Muralidhara, Director of IBS, Bangalore is a renowned case study expert. He was formerly the Dean of IBS Case Research Centre at Hyderabad. He has developed more than a 150 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

## About ICFAI Business School

One of the pioneers of the case study method in India has been ICFAI Business School (IBS). IBS has been a staunch supporter of the case study pedagogy right from its start. It has successfully integrated the case study method in its curriculum and uses it as a standard method of teaching. IBS also institutionalised case study development efforts and today it has more than 5500 case studies. Case studies published by IBS are used by institutions across the world and also included in several international textbooks. However, with new challenges in the classroom, the pedagogy has adapted with respect to both teaching and development. IBS has been at the forefront to face these new challenges and constantly innovates in both teaching and writing case studies by introducing new ways of assessment and student-friendly formats.

### Colloquium Coordinator:

Prof. Bharathi S Gopal  
[Bharathi.gopal@ibsindia.org](mailto:Bharathi.gopal@ibsindia.org)  
9845824905

### ICFAI BUSINESS SCHOOL

# 231, State Highway-275,  
Bengaluru-Mysuru Road,  
Near Kengeri Check Post,  
Kengeri, Bangalore – 560060