ABOUT THE COLLOQUIUM

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

METHODOLOGY AND SCHEDULE

Case Development Workshop

July 22, 2020 to July 24, 2020 will be thoroughly worked out workshops wherein participants present from industry and academia will work on the workshop with the support of IBS faculty.

Conference on Case Studies


The case study can be based on primary data or published data in the case of primary data, articles need to be referred to a Reference List. From the company it is selected from, several award-winning authors and publishers for publishing. In case of published materials, proper references must be mentioned in the case study.

Case Study Submission Guidelines

- 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

Call for Case Studies

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 writing process, selecting topics for case studies, writing style and developing a teaching note.

Target Audience

While academics, research scholars and industry practitioners interested in the case study pedagogy are encouraged to participate, the workshop is open to academicians from different disciplines from various fields.

Case Study Conference on July 24, 2020

The case study conference will consist of sessions on new case development and publishing. In case of published information, proper references must be mentioned in the case study.

Conference Learning Outcomes

- Learn best practices of writing a case study
- Structure a case study
- Identify ideas that have the potential to develop into good case studies
- Develop a teaching note
- Learn how to develop a case study
- Develop and present your case study to the audience at the conference

About ICFAI Business School

ICFAI BUSINESS SCHOOL

ICFAI is a chain of high-quality educational institutes that provide management education and training, professional education, skill development, and research-oriented services.

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Conference on Case Studies


Registration Form

Click here:

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

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TARGET AUDIENCE

Academics teaching courses across a broad range of domains such as Marketing, Business Administration, Human Resource Management, Finance, Accounting, Technology, Financial Management and General Management are invited to submit their papers.

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