



**AIMA**

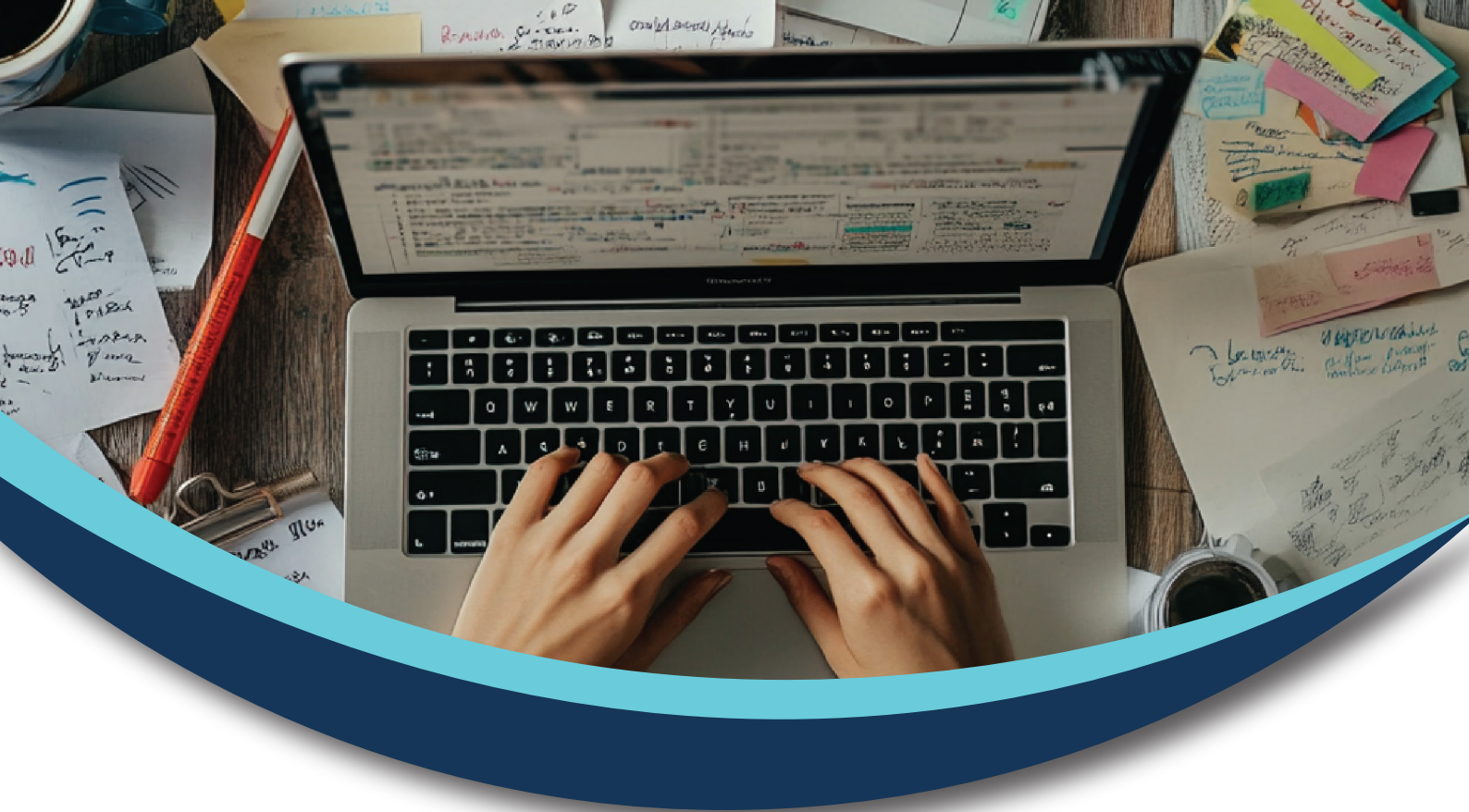
ALL INDIA MANAGEMENT ASSOCIATION



India Case Research Centre

# **Three-Day Workshop on CaseTeaching & Writing**

**6th–8th February 2025 | Delhi**



## About the Workshop

AIMA-ICRC announces a three-day intensive workshop with knowledge support from Harvard Business Publishing. This forthcoming workshop aims to equip aspiring case writers with essential skills for effective case writing. The workshop will also focus on enhancing teaching skills and fostering student engagement through innovative case studies. The workshop aims to help attendees produce high-quality cases that boost teaching effectiveness and student engagement. The workshop will feature focused sessions led by world-renowned case teachers. Additionally, special sessions on case writing will be delivered by the Harvard team. The outcome of the workshop will be the development of a short/quick case with the opportunity to publish with the ICRC Case Collection, which will be hosted on the Harvard Business Publishing platform.



## Benefits of the Workshop

- 1. Elevate Teaching and Learning:** Enhance faculty teaching and student learning, positioning your institution as a leader in educational excellence.
- 2. Innovative Teaching Methodologies:** Use case studies as dynamic tools to engage students.
- 3. Performance Enhancement:** Develop analytical, communicative, and entrepreneurial skills among faculty and students.
- 4. Teaching Theories & Models Through Cases:** Deepen knowledge of robust teaching management theories using cases and their application.
- 5. Tailored Case Crafting:** Create cases that align with training objectives and student needs.
- 6. Industry-Academia Connections:** Build connections between industry and academia.
- 7. Ongoing Support:** Receive continuous support in case development, editing, publication, and distribution.
- 8. Publication Opportunities:** Publish cases through AIMA and feature them in the Casepedia journal, with an opportunity to get them co-published at Harvard Business Publishing.
- 9. Earn Royalties:** Receive a 15% royalty on each case sold through the AIMA-ICRC portal.



## Who Should Attend

- Academicians, including both regular and adjunct faculty.
- PhD research scholars aspiring to join leading academic institutions as faculty members.
- Practitioners from organizations and industries possessing relevant experience and access to pertinent information necessary for case development, aiming to establish themselves as case and academic writers.



## Pre-Workshop Preparation / Courseware

Each participant will receive tailored study materials from AIMA along with **educator access from Harvard**. The participant's folder will encompass all requisite information, including notes, articles, and cases essential for the workshop. Cases will be sourced from Harvard and AIMA-ICRC. Additionally, participants will be provided with a pre and post-workshop case development template and assignments via email.



## Support and Publication Opportunity from AIMA-ICRC

Cases, along with accompanying teaching notes submitted within the designated timeframe, will undergo a meticulous review by a panel of distinguished experts from AIMA-ICRC's editorial board. The review team will furnish written feedback, insights, and recommendations for enhancing the draft case. Participants will have the opportunity to revise and refine their content based on these critiques. The editorial board of the AIMA Case Center will conduct a final review prior to the acceptance of the case for publication and distribution.

*Note: Collaboration among two or more participants in case development is permissible. However, all collaborators must submit a joint letter of intent to AIMA.*



## Eligibility for Workshop

Due to limited seating availability, participants will be primarily selected based on the following criteria:

- A list of published cases or other scholarly works (please provide soft copies/links).
- A sample case lead written in a maximum of 200 words.

**Note: Interested individuals are required to submit their CV along with the afore mentioned details.**





## Workshop Registration Fee

**Academicians**

**Rs. 11000/- + GST per participant**

**Research Scholar**

**Rs. 6500/- + GST per participant**

**10% discount** in workshop registration fees for AIMA Member/ VC Council Member /AIMA ICRC Member

Get **15% group discount** when you register three participants together

Get **20% group discount** when you register a group of five participants!

*\* Workshop fee includes the cost of course material, workshop tea/coffee, snacks, lunch for three days, and other organizational expenses. Travel costs are to be incurred separately by participants. Nomination fees are non-refundable; however, participation by a substitute is allowed.*

**Participants interested in utilizing the ICRC platform to connect with case organizations & protagonists will be required to sign a consent form.**



## Certification

- Each participant will receive a **certificate of participation** from AIMA.
- Participants who clear the teaching exercise will be **Certified as Certified Case Teachers**.
- Authors of published cases will receive a **certificate of successful publication** at AIMA-ICRC and will be recognized as **Certified Case Authors**.



## About AIMA - India Case Research Centre (ICRC)

The AIMA India Case Research Centre (ICRC) is dedicated to the development, publication, and dissemination of industry-relevant Indian case studies tailored for both domestic and international business school audiences. These exemplary cases are readily accessible to B-Schools and universities through the AIMA case research portal - [www.caseresearchaima.in](http://www.caseresearchaima.in).



## About AIMA

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body for management in India with over 38000 members and close to 6000 corporate / institutional members through 68 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organization. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

*For further details regarding eligibility and case development, please contact:*

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