

AIMA&AICTE

**Present Capability Building Workshop
on Case Teaching & Writing
(In Online Mode)**

**(With a focus on developing
Cases based on Indian Ethos)**



**Workshop Dates
03rd to 10th July 2021**

About AIMA

The All India Management Association (AIMA) is the apex body for management in India with over 38000 members and close to 6000 corporate /institutional members through 66 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organisation, working closely with industry, Government, academia and students, to further the cause of the management profession in India.

About AIMA- India Case Research Centre (ICRC)

India Case Research Centre (ICRC) is developing, publishing, and distributing research-based high-quality Indian cases for Indian and International Business School consumption. These high-quality Indian cases are accessible to B-Schools/universities from the AIMA case research portal-<https://www.caseresearchaima.in>. The rich repository of ICRC has Industry best Practice case and India centric case developed by ICRC and published in the online case journal, Casepedia, and the listing of Indian ethos cases published by the leading B schools in India.

AIMA-ICRC has also entered into a collaboration with IIM's, ISB, MDI, and leading Business school for joint cases developed, workshops, and creating a repository of cases India centric, published from B -School faculty.

About AICTE

The AICTE was constituted in 1945 as an advisory body in all matters relating to technical education. Even though it had no statutory powers, it played a very important role in the development of technical education in the country. It had four regional committees with offices at Chennai, Mumbai, Kanpur and Calcutta. All the new schemes and proposals for starting new institutions/Programmes were approved by the corresponding Regional Committee and subsequently vetted by the Council.

About The Workshop

AIMA as the apex body of management in India is active in developing the managerial capability. In furtherance of this objective, AIMA is organizing the Capability Building Workshop on effective case teaching and writing to develop the potential case writers and coach them in the rigour of academic case writing process

Benefits of the Workshop

- Help the participants to appreciate what makes a good case and the significance of a teaching note.
- Help academicians/trainers to write cases aligned with the curriculum/training needs, the participant profile and the outcome envisioned.
- End to End support from AIMA in case development, editing, publication and global distribution.
- All cases finally accepted by AIMA will be published by AIMA – India Case ResearchCentre. (AIMA-ICRC) and will be part of the case research journal, the casepedia.
- The Published cases under AIMA-ICRC will get a 15% royalty on each case sold through the portal.

For Whom

- Academicians/ professionals with prior case teaching/writing experience.
- PhD research scholars having an inclination towards case writing.
- Professionals from the organisation / industry with hands-on experience and access to relevant information.

Activities during and after the AIMA Case Writing Workshop

The online workshop will provide the insights, knowledge and skills needed to create highly effective teaching cases. The participants in this workshop will work individually, or in small groups of 'critical friends' and as a class to prepare a draft case with teaching note. AIMA ICRC will provide full support to connect with case organization for data, interview and company background. ICRC may share the theme for case development. The groups / individual will present the case idea and submit the first draft during the workshop.

Support and Publication Opportunity from AIMA-ICRC

ICRC will hand hold participants for 2 months after the workshop by giving support for case review, editing and publishing.

The cases alongwith teaching notes submitted by the participants (in the stipulated time frame) will be reviewed by a pool of renowned experts on the editorial board of AIMA-ICRC. The review team will share their written observations, comments, the scope of improvement, etc. on the draft case. The participants would be given an opportunity to realign and rewrite the contents of the case based on the suggestions received. The editorial board of AIMA case centre will ensure the final review before accepting it for publication and distribution through AIMA case centre.

Note: Two or more participants can work together in developing a case. However, all the case collaborators have to write a joint letter of intent to AIMA.

Eligibility for Workshop

The workshop has limited seats and participants will be selected primarily on the basis of the following criterion.

- List of the Published case or any other publication. (share the softcopies/links)
- A sample case lead written in maximum 200 words.

Note: Those interested are required to send their CV along with details mentioned above.

Registration Fee :

Rs. 5,000/- + GST will be payable @18%

Nomination fees **are not refundable; however, participation by a substitute is allowed**

KEY TAKE AWAY OF THE WORKSHOP

- ✓ Practical demonstration on effective case teaching.
- ✓ Exposure to do and don't' of case teaching in online mode
- ✓ Free ICRC case and teaching note
- ✓ Study material on case teaching and writing
- ✓ Practical exposure to case writing
- ✓ Connect with case organization and protagonist
- ✓ Opportunity to publish at least on case with AIMAICRC
- ✓ Certification of participation in workshop
- ✓ Proficiency Certification in Successful Case Development

For further details regarding eligibility & case development please contact:

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