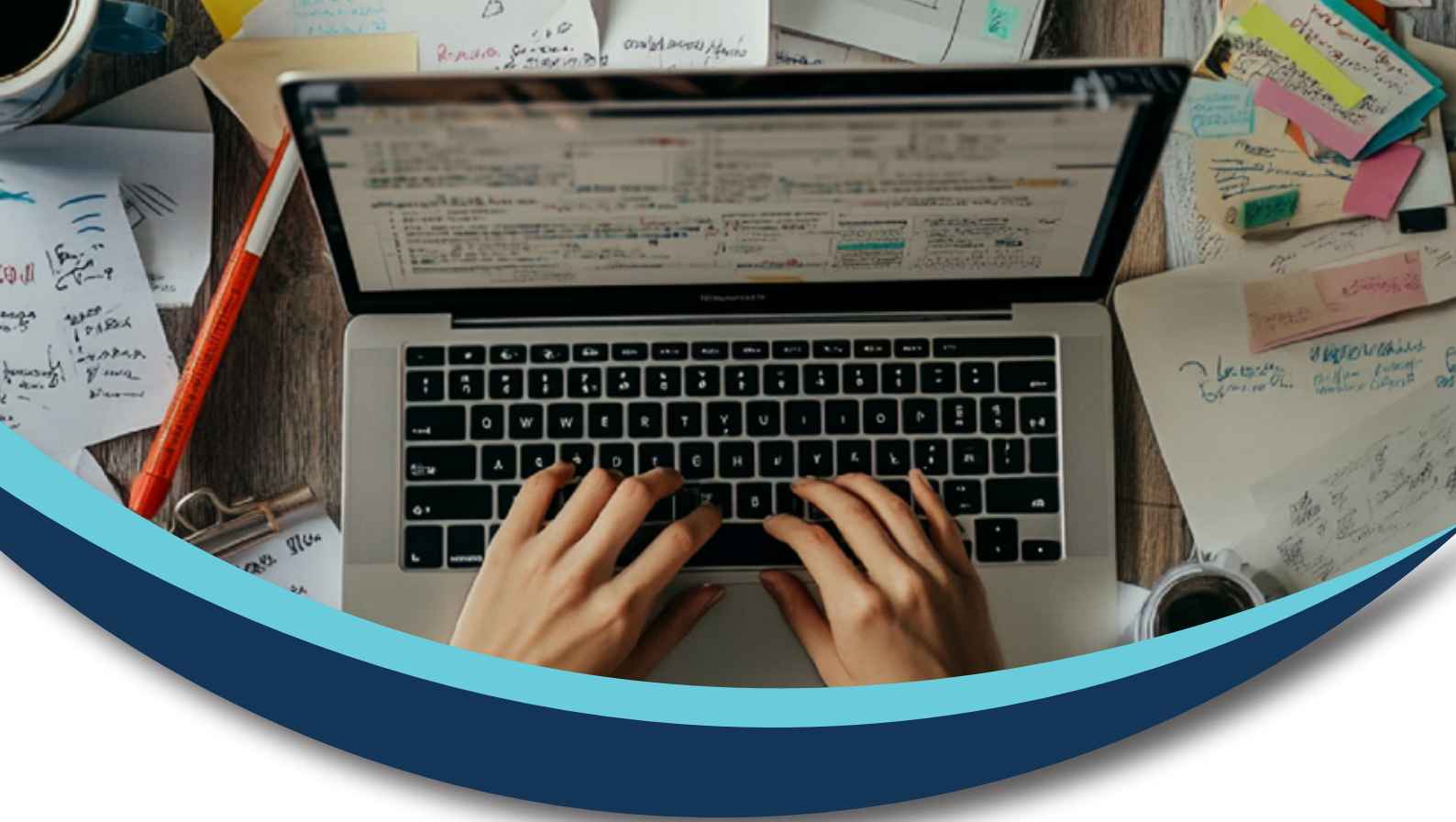




CAPACITY BUILDING WORKSHOP ON CASE TEACHING & WRITING

08, 09 & 10 January 2026, New Delhi



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.



AIMA ICRC Case Teaching & Writing Workshop

The upcoming Capacity Building Workshop on Successful Case Teaching and Writing is being organised by AIMA to train aspiring case writers and guide them through the rigorous academic case writing process.



Benefits of the Workshop

- Enhance participants' understanding of what constitutes a strong case and the importance of a teaching note.
- Assist educators and trainers in crafting cases that align with training requirements, participant profiles, and desired outcomes.
- Receive ongoing support from AIMA in case development, editing, publication, and global distribution.
- Gain the opportunity to have all accepted cases published by AIMA through the India Case Research Centre (AIMA-ICRC) and featured in the case research journal, Casepedia.
- Earn a 15% royalty on each case sold through the AIMA-ICRC portal for published cases.



Who Should Attend

- Academicians and professionals.
- PhD research scholars with an interest in case writing.
- Professionals from organisations and industries with practical experience and access to relevant information need to build the case.



Pre-Workshop Preparation / Courseware

Every participant will receive customised study materials from AIMA. The participant's folder will include all the necessary information, such as notes, articles, and cases required by the tutor/facilitator during the workshop. Furthermore, participants will receive pre-workshop reading materials and assignments via email one week prior to the workshop.



Support and Publication Opportunity from AIMA-ICRC

Cases, along with teaching notes submitted within the specified timeframe, will undergo a thorough review by a panel of esteemed experts from AIMA-ICRC's editorial board.

The review team will provide written feedback, comments, and recommendations for enhancing the draft case. Participants will have one chance to revise and refine the content based on these suggestions. The AIMA Case Centre's editorial board will conduct a final review before accepting the case for publication and distribution.

Note: Collaboration among two or more participants in case development is allowed. However, all case 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 including research articles (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 organisational 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 utilising the ICRC platform to connect with case organisations & protagonists will be required to sign a consent form.



Certification

Each participant will receive a certificate of participation.



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 close to 70 years ago and is a non-lobbying, not for profit organisation. 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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