



# Capacity Building Workshop on Case Teaching & Writing

10 – 25 January 2025 (Two Weeks)  
In-Person Sessions: 16, 17, 18 January 2025, New Delhi

## ABOUT THE AIMA ICRC CASE TEACHING & WRITING WORKSHOP

The upcoming Capacity Building Workshop by AIMA aims to equip aspiring case writers with essential skills for effective case teaching and writing. The workshop will focus on enhancing teaching skills and fostering student engagement through innovative case studies. Participants will learn to craft compelling narratives, develop real-world business cases, and create teaching notes to guide discussions. The workshop includes expert-led sessions, collaborative exercises, and hands-on practice, ultimately helping attendees produce high-quality cases that boost teaching effectiveness and student engagement.

### The AIMA ICRC Case Teaching & Writing Workshop offers several benefits:

- **Elevate Teaching and Learning:** Enhance faculty teaching and student learning, positioning your institution as a leader in educational excellence.
- **Innovative Teaching Methodologies:** Use case studies as dynamic tools to engage students.
- **Performance Enhancement:** Develop analytical, communicative, and entrepreneurial skills among faculty and students.
- **Comprehensive Case Development:** Deepen knowledge of robust teaching cases and their application in management theories.
- **Tailored Case Crafting:** Create cases that align with training objectives and student needs.
- **Industry-Academia Connections:** Build connections between industry and academia.
- **Ongoing Support:** Receive continuous support in case development, editing, publication, and distribution.
- **Publication Opportunities:** Publish cases through AIMA and feature them in the Casopedia journal.
- **Earn Royalties:** Receive a 15% royalty on each case sold through the AIMA-ICRC portal.

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### Pre-Workshop Preparation / Courseware

Each participant will receive tailored study materials from AIMA. The participant's folder will encompass all requisite information, including notes, articles, and cases essential for the workshop. Additionally, participants will be provided with a pre-workshop case development template and assignments via email one week prior to the workshop.

## Pre-Workshop Preparation / Courseware

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

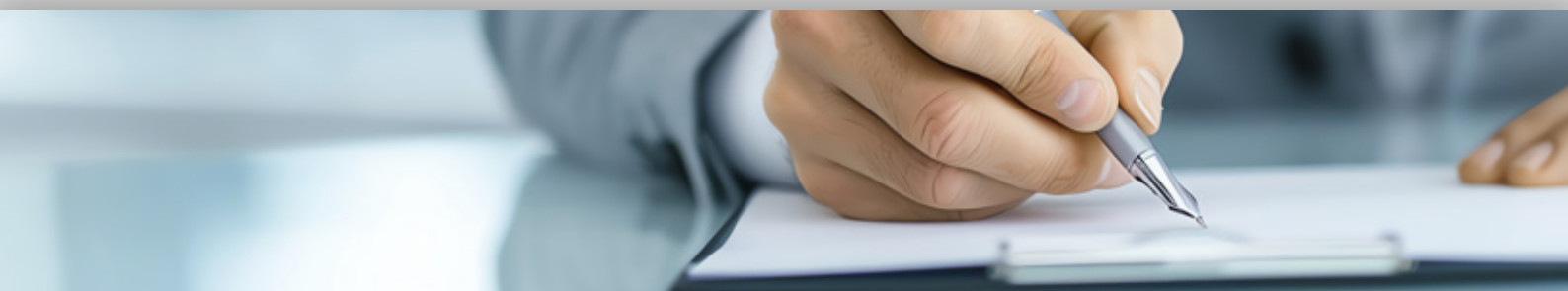
Due to limited seating availability, participants will be primarily selected based on the following criteria:

- 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.**

## Tentative Schedule

Date	Time	Mode
10 January 2025	03.00 PM – 04.30 PM	Online
11 January 2025	Activity 1	Online
16 January 2025	10.00 AM - 05.30 PM	Offline at Delhi
17 January 2025	10.00 AM - 05.30 PM	Offline at Delhi
18 January 2025	10.00 AM – 05.30 PM	Offline at Delhi
19 -25 January 2025	Activity 2	Self-paced
24 January 2025	03.00 PM – 05.00 PM	Online
25 January 2025	03.00 PM – 05.00 PM	Online



## Registration Fee

With Accommodation & Breakfast	Without Accommodation & Breakfast	Discounts
Workshop Fee Rs.45000/-+GST per participant	Workshop Fee Rs. 25000/- + GST per participant	10% discount in workshop registration fees for AIMA Member/ VC Council Member / AIMA ICRC Member
Free participation for two faculty members for the Annual Institutional /Individual members of AIMA ICRC		

- 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 and protagonists will be required to sign a consent form.
- **Certification:** Each participant will receive a certificate of participation. The author of published cases will receive a certificate of successful publication at AIMA-ICRC.

### 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 of the management profession in India. AIMA is a not for profit, non-lobbying organisation, and works closely with Industry, Government, Academia, and students to further the cause of the management profession in India.

Over the past six decades, AIMA has evolved as times have changed and catered to the growing needs of today's management community. Apart from its flagship Post Graduate Programs in Management, AIMA offers topical and industry-oriented programmes and initiatives to help management professionals and students keep in step with times, while offering state of the art business solutions for organisations and institutions.

For further details regarding eligibility and case development please contact:

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Website: [www.aima.in](http://www.aima.in), [www.caseresearchaima.in](http://www.caseresearchaima.in)

For Registration details, please contact:

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