



05 December-  
12 December  
2023

# **AIMA ICRC CAPACITY BUILDING WORKSHOP on CASE TEACHING & WRITING**

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

India Case Research Centre (ICRC) is developing, publishing and distributing industry-based 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 - [www.caseresearchaima.in](http://www.caseresearchaima.in).

AIMA –ICRC has also entered into a collaboration with IIM, ISB and SDMIMD and many more B-schools for the listing of the cases developed and published by their faculty.

## AIMA ICRC Case Teaching & Writing Workshop

The upcoming Capacity Building Workshop on “Case Teaching and Writing” is being organized 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 organizations and industries with practical experience and access to relevant information need to build the case.

### Pre - Workshop Preparation / Courseware

Every participant will receive customized 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.

### Post - 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 the chance to revise and refine the content based on these suggestions. The AIMA Case Center’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.

## Tentative Schedule 05 - 12 December 2023

Date	Time	Mode
05 December 2023	03:00 PM – 05:00 PM	Online
<b>06 December 2023</b>	<b>Activity 1*</b>	
07 December 2023	10:00 AM - 05:30 PM	Offline at Delhi
08 December 2023	10:00 AM - 05:30 PM	Offline at Delhi
09 December 2023	10.00 AM – 05.00 PM	Offline at Delhi
<b>10 December 2023</b>	<b>Activity 2*</b>	
11 December 2023	03.00 PM – 05.00 PM	Online
12 December 2023	03.30 PM – 05.00 PM	Online

\*Activities 1 and 2 will be shared with the participants, who are required to submit and present them during the workshop. On day 3 (i.e.9<sup>th</sup> December) industry visits (subject to confirmation).

### Eligibility For Workshop

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

- **List of Published Cases or Other Publications (please share 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 aforementioned details.

### Registration Fee

Workshop Fee with Accommodation (Single Occupancy) & all meals - **Rs.40000/- +GST** per participant

Workshop Fee with Accommodation (Double Occupancy) & all meals - **Rs.36000/- +GST** per participant

Workshop Fee without Accommodation – **Rs. 22000/-\* + GST** per participant

\*Workshop fee includes the cost of course material, workshop tea/coffee, snacks, lunch for three days and other organizational expenses. Travel cost has to be incurred separately by participants. Nomination fees are not refundable; however, participation by a substitute is allowed.

*\*A special discount of 25% for AIMA Members and 35% for AIMA Institutional Members and VC Council members is applicable on Workshop Fee. Please contact AIMA for more details.*

### Certification

Each participant will receive a certificate of participation.

### About AIMA

The All India Management Association (AIMA) is the apex body for management in India with over 38,000 members through 67 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.

## Cases published in AIMA ICRC portal

1	Gupta Furniture: Sales And Operations Planning	Dr. Jitendra Sharma
2	Portfolio Diversification - New Business Strategy - Branded Homestay - IHCL - ama Stays & Trails	Shreyas Srivatsan & Anshul Garg
3	Shaping Proton: A Manager's Paradox	Vaibhav Tyagi & Dr. Shikha Bhardwaj
4	ISPRL: Managing India's Sovereign Crude Oil Price Risk	Prof. Prabina Rajib & Prof. Sankarshan Basu
5	"iDrishti: A Market Driving Social Enterprise"	Nattuvayikkal Barnabas N Ramesh & M V Ravikumar
6	Marketing of Incredible Champions	Sathyanarayanan Ramachandran S A Senthilkumar Venkatesakumar Ramakrishnan
7	Can WayCool's Phygital Business Model Help It Become India's AgriTech Unicorn by 2025?	Shwetha Kumari Jitesh Nair
8	Conflictorium- Museum of Conflict	Amrita Bihani & Nimit Thaker
9	The Powerhouse Behind "Powertree"	Dr Satish K Nair & Mr Anay Mashruwala
10	Dhanvantari Ayurveda: Resilient in the face of the Pandemic	Satyendra C Pandey & Pptratik Modi
11	SIRI Gramodyoga Project of SKDRDP: A Study on the Current State and the Possible Future	Dr. Prasad S.N Dr. Nilanjan Sengupta & Dr. Mousumi Sengupta
12	Swachh Bharat Mission: Strategy & Social Marketing for ODF India	Dr. Sudhir Naib & Dr Swati Singh
13	The Liquidity and Solvency Dilemma – The Tale of two Indian Corporates	Dr. Nusrathunnisa
14	Stereotyping Strategies and The Debacle of Failed Repetition – The Case of An Automaker	Dr.V.Vijaya & Dr. Ravi Thodla

**For further details regarding eligibility & case development please contact:**

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**For Registration details, please contact:**

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