

ISB sets up centre for case study development



Mr Ajit Rangnekar

Our Bureau

Hyderabad, Oct 30

The Indian School of Business (ISB), in association with Richard Ivey School of Business (Ivey), University of Western Ontario, has set up a centre for case study development.

Mr Ajit Rangnekar, Dean of ISB, has signed a memorandum of understanding with Ms Carol Stephenson, Dean, Ivey, in this connection here on Friday.

INDIA INTEREST

Speaking on the occasion, Mr Rangnekar said the aim of the centre was to write case studies issues of business/corporate interest pertaining to India.

"There is a big gap globally in nature of case studies as most of them pertain to the developed world. During the last 10/15 years, many innovative ideas had also come from Indian industry which has to be studied," he said.

The initiative would also help improving the quality of management education as ISB planned to train over 350 students/faculty in writing case studies, he added.

6000 STUDIES

Ms Stephenson said Ivey had vast experience in developing case studies. "We have already done over 6,000 case studies on various aspects," she said.

Ms Savitha Mahajan, Associate Dean of ISB, said the centre was actually functional for the last two years. "We have already completed about 10 studies on various aspects including corporates, planning bodies, NGOs, SMEs and sport organisations. A study on Indian Premier League has also been undertaken," she said.

The first case study, done by the centre on Havells India: The Sylvania Acquisition Decision' jointly done by ISB and Ivey was also released on the occasion.