

ISB sets up Indian case development centre

BS REPORTER

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The Indian School of Business (ISB) on Friday announced the setting up of a Centre for Case Development together with Richard Ivey School of Business (Ivey), University of Western Ontario, for developing Indian case studies.

ISB dean Ajit Rangnekar and Ivey dean

Carol Stephenson signed a memorandum of understanding to this effect today.

The centre will train 350 faculty and research scholars from other business schools in India in writing and teaching case studies. Though Indian companies have developed new business models that have the potential to be replicated, there is a shortage of case studies to understand these best practices, Rangnekar said.

The centre is documenting 40 Indian case stories across corporate, planning bodies, NGOs, SMEs and sport organisations.

Ivey is the second largest producer of case studies and a leading producer of Asian cases globally. The new centre is also working with international business schools like Darden, University of Virginia, to publish collaborative cases.