

# ISB, Canadian B-school ink pact with for case development centre

**fe Bureau**

**Hyderabad, Oct 30:** The Indian School of Business (ISB) signed a memorandum of understanding (MoU) with the Richard Ivey School of Business, University of Western Ontario, for setting up a centre for case development at ISB. The centre aims to enhance case-writing capabilities among Indian academia, besides distributing these cases worldwide. Ivey is the second largest producer of case studies and also the leading producer of Asian cases, globally.

According to Ajit Rangnekar, dean, ISB, "The centre aims to build a pool of about 350-member strong case-writing faculty and research scholars in the country by the next academic year. The centre will support and mentor faculty and research scholars from B-schools in the country through a comprehensive process of case development, right from generating ideas, to publishing case studies globally."

He added, "Indian companies in the past have developed new business models that had potential to be replicated in other parts of the world. However, there is a significant shortage of case studies to understand these best practices. With its academic and industry affiliations, ISB will support and mentor faculty from other B-schools in the country to create a knowledge repository of case studies for the country and the world," he said.

The centre is currently developing case studies on corporates, planning bodies, NGOs, SMEs and sports organisations. It aims to bring in an Indian perspective in B-school curricula across the globe. The centre has already trained several management faculties on case-writing and teaching. About 40 cases are in the pipeline and two such cases are from the Planning Commission for infrastructure development and one from the IPL.