

# ISB signs MoU with London-based Ivey

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TELUGU flick 'Ashta Chemma' was a small budget movie but it turned out to be a box office hit of 2008. And Satyam which was hailed as the Hyderabad's IT giant, is now considered as one of the greatest financial frauds in the country.

Though these cases do not belong to a single sector, each story narrates a success or failure of a business venture in India that would help businessmen and administrators to take quick decisions when placed in similar situations.

In an initiative to prepare a large data of Indian case studies for both academia and industry, the city-based Indian School of Business (ISB) joined hands with the London-based Richard Ivey School of Business (Ivey) of the University of West Ontario for establishing the Centre for Case Development at ISB.

ISB dean Ajit Rangnekar today signed a Memorandum of Understanding with Ivey dean Carol Stephenson. The Centre will support and

guide faculty and research scholars from Indian business schools through a comprehensive process of case development - from generating ideas to publishing case studies globally.

It will facilitate development case studies of various ventures from different sectors like corporate business, government agencies, non-profit organisations and sports management. ISB is bringing together faculty from 25 top B schools of India to conduct courses on case study development.

They will be trained by faculty from Richard Ivey School of Business in case writing and teaching.

"When it comes to case studies, there is a huge gap between Indian and global business education. The ISB is stepping in to bridge this gap and bring an Indian perspective in B school curriculum across the globe," said ISB dean Ajit Rangnekar.

He stated that it would take about six months to one year for completion of a full case study and about 40 cases are in the pipeline for development at ISB in association with Ivey.