

# Centre for Case Development set up at ISB

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The Indian School of Business (ISB), a premier management institution here, on Friday announced establishment of a Centre for Case Development to develop and distribute Indian case studies globally and also to train faculty from other business schools in the country. The announcement was followed by signing of a Memorandum of Understanding (MoU) with the Richard Ivey School of Business (Ivey) to enhance case-writing capabilities among Indian academia, and also to distribute these cases worldwide.

The MoU was signed by ISB Dean Ajit Rangnekar and Carol Stephenson, Dean, Ivey. The Centre will support and mentor faculty and research scholars from B-Schools in India through a comprehensive process of case development—from generating ideas to publishing case studies globally. "Indian companies have, in this past decade, developed new business models that have the potential to be replicated in other parts of the world but there is a significant shortage of case studies to understand these best practices.

With its academic and industry affiliations, the ISB will support and mentor faculty from other B-Schools in India, to create a knowledge repository of case studies for India and the world," Rangnekar said.

The ISB's knowledge of best practices in India combined with Ivey's vast experience in producing global case studies would ensure that case studies produced by the Centre comprise indigenous learning and global methodologies, he said.

Ivey at the University of Western Ontario is the second largest producer of case studies and the leading producer of Asian cases globally. "We are proud to be partnering with ISB in an ambitious case development and training programme which will transform the educational environment in India," Stephenson said. The Centre is currently developing case studies on corporates, planning bodies, NGOs, SMEs and sports organisations among others.