



# 2<sup>nd</sup> Capability Building Workshop on Case Writing

18 - 19 January 2019  
AIMA, Lajpat Nagar,  
New Delhi, India

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

## About AIMA

The All India Management Association (AIMA) is the apex body for management in India with over 30,000 members through 67 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organisation, working closely with industry, Government, academia and students, to further the cause of the management profession in India.

## About AIMA- India Case Research Centre (ICRC)

India Case Research Centre (ICRC) is developing, publishing and distributing research-based high-quality Indian cases for Indian and International Business School consumption.

These high-quality Indian cases are accessible to B-Schools/universities from the AIMA case research portal - [www.caseresearchaima.in](http://www.caseresearchaima.in). AIMA –ICRC has also entered into a collaboration with IIM-A, IIM-B, ISB and IIM-Trichy for the listing of the cases developed and published from their faculty.

AIMA as the apex body of management in India is active in developing the managerial capability. In furtherance of this objective, AIMA is organising the second Capability Building Workshop on effective case writing to develop the potential case writers and coach them in the rigour of academic case writing process.

## Benefits of The Workshop

- Help the participants to appreciate what makes a good case and the significance of a teaching note.
- Help academicians /trainers to write cases aligned with the curriculum / training needs, the participant profile and the outcome envisioned.
- Support from AIMA in case development, editing, publication and global distribution.
- All cases finally accepted by AIMA will be published by AIMA – India Case Research Centre. (AIMA-ICRC) and will be part of the case research journal, the casepedia.
- The Published cases under AIMA –ICRC will get a 15% royalty on each case sold through the portal.

## For Whom

1. Academicians/ professionals with prior case teaching/writing experience.
2. PhD research scholars having an inclination towards case writing.
3. Professionals from the organisation / industry with hands-on experience and access to relevant information.

## Pre - Workshop Preparation / Courseware

Each participant will receive a customised study material from AIMA. Participant's folder will contain all the information (notes, articles and cases) the tutor/facilitator requires them to have during the workshop.

In addition to this, the participants will receive a pre-workshop reading and assignments one week before the workshop via email.

## About AIMA Case Writing Workshop

The two-day case writing workshop will provide the insights, knowledge and skills needed to create highly effective teaching cases. The participants in this workshop will work individually, in small groups of 'critical friends' and as a class to prepare a draft case with teaching note.

## Support And Publication Opportunity From AIMA-ICRC

The cases along with teaching notes submitted by the participants (in the stipulated time frame) will be reviewed by a pool of renowned experts on the editorial board of AIMA-ICRC.

The review team will share their written observations, comments, the scope of improvement, etc. on the draft case. The participants would be given an opportunity to realign and rewrite the contents of the case based on the suggestions received. The editorial board of AIMA case centre will ensure the final review before accepting it for publication and distribution through AIMA case centre.

Note: Two or more participants can work together in developing a case. However, all the case collaborators have to write a joint letter of intent to AIMA.

## Eligibility For Workshop

The workshop has limited seats and participants will be selected primarily on the basis of the following criterion.

1. List of the Published case or any other publication. (share the soft copies /links)
2. A sample case lead written in maximum 200 words.

*Note: Those interested are required to send their CV along with details mentioned above.*

## Registration Fee

### Workshop Fee\*\* - ₹5,000

Plus Service Tax as Applicable Per Participant

AIMA Service Tax Regn No.: **AAATA 1644AST001** AIMA PAN No.: **1644A**

**GST will be payable @18% after implementation of GST Laws**

\* Workshop fee includes the cost of course material, workshop tea/coffee, snacks, lunch for two days and other organisational expenses (accommodation will be arranged strictly on payment basis). Travel cost has to be incurred separately by participants. Nomination fees are not refundable; however, participation by a substitute is allowed.

## Certification

Each participant will receive a certificate of participation from AIMA.

For Registration, kindly contact:

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