

Case Method

for

Management Education

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This Book on Case Method is written to help facilitate development of management literature by Faculty Members, Practicing Managers and Students based upon the native experiences of India and other countries.

This will also help them in teaching and training through Case Method and also benefit in many other ways through experiences gained while writing the cases.

Dedicated

To

Our Spouses

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PREFACE

Case method pedagogy for imparting management education in the country has been in use for over thirty years now. There are a large number of case method users and the case writers too. However, the preparation of instructors guide is not a very common practice in this country. This has, to a large extent limited the usage of the inventory of cases developed by various scholars.

This book has been carved out from the **Case Analysis and Instructors' Guide** for my book **Cases in Strategic Management**, published over 20 years ago. However, there have been some changes. Chapter IV has been added to illustrate experience of using live cases in India. Chapter V enumerates the benefits of case writing.

There have been breakthroughs in IT areas which allows indulgence in developing short cases (which can be expanded in tune with the depth of class discussions and case teaching expertise of the instructors). It also allows compressing long cases to a smaller size (as per the need of participants) and then expanding them as situations permits in the class. It also allows conduction of special cases by experts in remote place as much as ICU. Chapter VI lists them and details can be had from the authors directly.

Chapter VII gives a few sample of case studies to enable the instructors understand writing and conducting cases.

A Chapter (VIII) has been added to illustrate how case writing can help, management academicians and practitioners alike, in enhancing their managerial abilities, developing conviction in management concepts, tools and techniques and also in developing new ones.

Finally Chapter IX gives setting of cases developed by the authors and others to facilitate instructors selecting them to suit the requirements of management education and development programmes.

Since everyday new experiences are gained, the book may be changed from time to time without notice. It is therefore strongly advised that right for accessing new version is obtained by writing to Prof. Krishna Kumar or Ruchi Srivastava, which may involve a little charge.

We hope the book will help faculty colleagues in using and experimenting with case method.

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