



PRESS RELEASE

Case Method Teaching Seminar (CMTS) Promoting the Case Method of Teaching in Management Education



Ahmedabad, July 10, 2017: IIM Ahmedabad Case Centre and Harvard Business Publishing (HBP) recently organized the fifth Case Method Teaching Seminar (CMTS) at Symbiosis Institute of Business Management (SIBM) Bengaluru on July 07-08, 2017. The first four editions were conducted at Ahmedabad (2), Hyderabad and Mumbai.

The Seminar Faculty were **Prof. V.G. Narayanan from Harvard Business School** and **Prof. Sanjay Verma and Prof. Sunil Sharma from IIM Ahmedabad**. More than 50 academicians from prominent business schools from across India, Oman & Nepal participated in the Seminar.

IIMA Case Centre and Harvard Business Publishing (HBP) jointly conduct the Case Method Teaching Seminar in India twice a year. The seminar series aims at promoting the Case Method of teaching in Management.

“IIMA is committed to the inductive, discussion based learning model ingrained in the case method. Beginning with our collaboration with HBS more than five decades ago, the Institute has refined the case method approach. We are delighted to have an ongoing program of collaboration with HBP to disseminate and strengthen case method teaching in Indian management schools.” Said, Professor Ashish Nanda, Director, IIMA

According to Professor Anand Kumar Jaiswal, Chairperson - IIMA Case Centre, “IIMA Case Centre has been developing and distributing management cases globally with a focus on emerging economy such as India. CMTS is part of IIMA’s efforts to strengthen the case ecosystem in India by promoting case based pedagogy among faculty members from management institutes across Asia”.

Testimonial from Participant:

“The seminar was planned and executed in a very professional way. I feel the instructors were great and nicely they were able to achieve the objectives of the seminar. The sessions were highly interactive and very well demonstrated the nuances of case teaching method. Lot many take always. Many thanks to the organisers and instructors.” - Happy Paul, Chairperson – MIT and Assistant professor at TAPMI - Manipal

IIMA Case Centre and Harvard Business Publishing (HBP) announced that the next CMTS would be held on December 1-2, 2017 at IIM Ahmedabad.

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Encl: Group Photograph, CMTS

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