

CENTER OF EXCELLENCE FOR CASE DEVELOPMENT, WESCHOOL

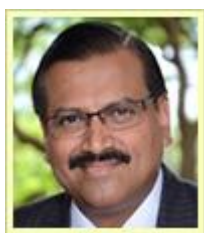
ABOUT

The WeSchool Centre of Excellence for Case Development incepted in June 2012, has the objective to promote case methodology and to develop a repository of India best business practices as management teaching case studies for the purpose of International / National publication.

The primary activities of CECD include :

- Guidance towards development of 'Teaching' case studies assignments as taken up by WeSchool faculty colleagues.
- Conducting Case Methodology and Case Writing Workshops
- Exploring possibilities with for-profit and non-profit enterprises for development of primary case studies on their venture for national/international publication. This helps towards building the repository of India specific case studies.
- Exploring possibilities for collaborative partnerships with national and international publishing houses/apex bodies for the purpose of publication as WeSchool co-branded case studies.
- Exploring the possibility of case consulting assignments with different industrial sector organizations.
- Prameya the student magazine published under the guidance of CECD.

TEAM



Prof. Dr. Uday Salunkhe
Group Director, WeSchool
Eisenhower Fellow
Senate Member, University of Mumbai

Prof Dr. Uday Salunkhe is the Group Director of S.P. Mandali's Prin. L N Welingkar Institute of Management Development & Research (now WeSchool). His 20 years of academic experience coupled with his industry experience of over 11 years and Doctorate in "Turnaround Strategies for Sick Companies" has helped him lead WeSchool to be amongst the premier B-schools in India.

Dr. Salunkhe has been instrumental in the turnaround of WeSchool with the launch of several path breaking programs/initiatives by way of academic & management development programs, established partnerships with various International Universities across continents and communities ranging from corporate to rural India.

His passion for leadership, design thinking & innovation has led to launch of first of its kind Post Graduate Management programs such as E-business, Business Design, Retail management, Judiciary & Management, Media & Entertainment, Healthcare and Rural management, in addition to launch of Innovation Lab and learning initiatives such as Global Leadership Program

He has held various leadership positions as the Chairman - Local Management Committee, Association of Management Development Institutions, South Asia; President- Association of Indian Management Schools. He serves on the boards of several premiere institutions such as College of Engineering Pune.

He is recipient of several accolades, prominent amongst the prestigious Ravi J Matthai National Fellow Award for his exemplary contribution in management and education. He was 2012 Eisenhower Fellow and recipient of the Prof. Dharni Sinha Memorial Award for "Excellence in Management Education".

His areas of interest include developing community leadership and bringing about social change using academic leadership, social innovation & entrepreneurship through public & private partnerships. Some of popular case publications include 'United Care Philanthropy Exchange: A Social Innovation for Economic Development in India' at William Davidson Institute, University of Michigan, 'Robert Bosch Engineering, India (RBEI) – An Innovative Frugal Engineering' at ET Cases, 'Reliance Jio – The Indian Telco Dials D for Disruption' at ET Cases, 'Patanjali: An Indian FMCG on Growth Path' at Emerald Publishing House. He firmly believes that education can play a significant role in designing the future of our society and Nation.



Prof. Dr. Madhavi Lokhande
Dean, Bengaluru Campus

Madhavi Lokhande is a Fellow of The Institute of Cost and Works Accountant of India, and holds a Master Degree in Commerce. She is a Certified Management Accountant (CMA) from The Institute of Management Accountants (U.S). She holds a Doctoral degree from the SNDT Women's University, Mumbai. The primary focus of her study was the Micro and Small Entrepreneurs in Bangalore. Her focal research interests include micro credit, funding needs of micro entrepreneurs, women run micro enterprises and self-help groups. She also runs a social initiative called "Padhaai" which is a public charitable trust that works on 'Inclusive Education'.

She has published several articles in international and national journals. She has also written case studies that have been published by Ivey publishing and some other leading journals. She has been awarded a scholarship from Reserve Bank of India for her research work in the area of - Creating a financial literacy model based on the study of functional and behavioural factors affecting the MSME lending.

Her major consulting Projects include:

1. ISB Business Advisor for Goldman Sachs 10,000 Women Program-Tools for growing your business - A pilot program designed to provide additional personalized services that go beyond classroom education and focus on scaling businesses, to women entrepreneurs.
2. Catastrophe Micro-Insurance - The project will involve key Micro Credit operating Organizations or Banks operating in Andhra Pradesh and assess feasibility of insuring amounts of their active loans. In order to initiate this effort, at this stage, primary and secondary data collection about some basic information about microfinance activities in Andhra Pradesh has been initiated.



Prof. Dr. Sonia Mehrotra

Associate Professor & Head - Center of Excellence for Case Development

Dr. Sonia Mehrotra heads the Centre of Excellence for Case Development at WeSchool. She is involved in Case Teaching and Human Resources vertical sessions at WeSchool. She is also the ACCH Host institution member core committee.

An enthusiastic case writer of management case studies on real time Corporates, her case studies are published at Harvard Publishing House, Richard Ivey Publishing House, Globalens, WDI, Michigan University and Emerald Publishing House. Her case studies 'Moser Baer' and 'SEWA: Ela Bhatt' were recipient of Best case awards at the EFMD International Case Writing competition 2014 and case study 'Goli Vada Pav Private Limited' was taught at Harvard Business School in April 2014. The other case studies on companies such as Robert Bosch, P.N. Rao, UCDS, Manjushree, Dakshina Chitra, Petawrap, Hungry Hogs, etc. are among the popular cases adopted by B-school faculty members across the globe. Her research on the topic '*Quality of Work Life as mediator to Work Life Imbalance of Professional Women*' has been presented at International Conference of International Journal of Arts and Science at Harvard University, Massachusetts, Boston.

A resource person at Faculty Development Programs on Case Teaching and Case Writing workshops, CII Case Writing Competitions 'Edgefarm', WeSchool MDP executive sessions, and NHRDN Bangalore chapter events, she believes in facilitating and contributing to the case study repository of the emerging economies.

Professor Mehrotra's teaching philosophy and research interest are deep-rooted in her 23 years of industrial and academic experience. She worked in petroleum industry sector for 13 years as a process designer with her stint at companies such as Engineers India Limited and Punj Lloyds Limited. She shifted to academics a decade ago but continues to maintain corporate connect through her case study development work. Her formal education includes a Doctorate in Management, M.Phil in Management, an MBA in HR-Marketing and B.E. in Chemical Engineering.

A Linneaus Palme, Sweden scholar 2017 and a certified RPL trainer from Hobart Technology, Australia, her research areas of interest are Work Life Balance practices of various industrial sectors, Business Models, Emerging Markets, Family Businesses and Growth Entrepreneurs.



Ms. Ishani Chakraborty

Research Associate, Center of Excellence for Case Development

Ms. Ishani Chakraborty, an M.sc in Applied Psychology and PGDBM (HR), is an eminent case author and her co-authored case studies have been published at several publication houses such as Emerald Publications, The Case Center (a Cranfield University initiative) and ETCases. She has over 10 years of experience in management research and teaching and had been associated with IBS Research Center, Amity Education Services and Globsyn Business School in past. One of her co-authored case study titled "Under Armour's Sports Clothing and Accessories: The New Kind on the Block" is included in a management textbook titled "The Marketing Experience", published by Pearson

COLLABORATIONS

Emerald Group Publishing Limited, United Kingdom

The WeSchool Center of Excellence for Case Development (CECD) signed a memorandum of understanding (MoU) with Emerald Group Publishing Limited, U.K. for co-branded publication of case studies submitted by WeSchool at Emerald Case Collection - Emerald Market Case Studies. The MoU was first signed in May 2014 and since then every year is being renewed. The ongoing agreement was renewed in 2018 for two years.

ETCases

A MoU was signed in July 2015 for a period of 3 years between WeSchool CECD and Times Center for Learning Limited, the Times of India Group represented by ET Cases for the purpose of co-branded publication of WeSchool submitted case studies. The MoU was renewed in July 2018 for a period of 3 years.

AIMS CASE CLEARING HOUSE

Association of Management Schools (AIMS) is a reputed National body comprising of 740 business schools in India and in 2016 incepted a AIMS Case Clearing House (ACCH). WeSchool, CECD has the honours of being the ACCH host center for the first few years of ACCH working.

ASSOCIATION OF ASIA PACIFIC BUSINESS SCHOOLS

A MOU was signed in December 2017 between WeSchool CECD and Association of Asia Pacific Business Schools (AAPBS) to promote case based collaborative research initiatives in the Asia Pacific region.

ALL INDIA MANAGEMENT ASSOCIATION, INDIA CASE RESEARCH CENTRE (AIMA-ICRC)

A memorandum of co-operation was signed in February 2019 between WeSchool CECD and All India Management Association (AIMA) to develop, publish and distribute co-branded case studies using AIMA-ICRC platform. Also, this collaboration aims to promote awareness about the high quality, internationally benchmarked, India centric business cases for consumption in B-Schools and Corporates for teaching and training purposes.

PUBLICATIONS

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EVENTS

3rd Capability Building Workshop on Case Writing, 12-13 February, 2019

The Centre of Excellence for Case Development (CECD) at S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool), in collaboration with All India Management Association (AIMA), organized the two-day "3rd Capability Building Workshop on Case Writing" at Bengaluru campus on 12 and 13 February, 2019.

The workshop, attended by 16 participants from across the Indian Management B-schools such as ISBR Bengaluru, COD Hyderabad, PES University, REVA University, AIMS Institute Bengaluru etc., was well received by the participants.

Professors Sonia Mehrotra (WeSchool) and Anuja Pandey (AIMA) were the resource persons for this workshop.



National Case Methodology and Case Writing Workshop, 4-5 May, 2018

A “National Case Methodology and Case Writing Workshop” was organized by WeSchool CECD, at Tezpur University, Assam, in collaboration with AIMS Case Clearing House. The workshop was held on 4-5 May 2018. 22 participants from across academic institutions in North-East India such as Assam Kaziranga University, Tezpur University, Dibrugarh University, Assam Rajiv Gandhi University of Cooperative Management, Gauhati Commerce College (Gauhati University), Girijananda Chowdhury Institute of Management and Technology etc. attended the workshop.

WeSchool faculty members, Professors Sonia Mehrotra and Hema D. were the resource persons for this workshop. Goli Vadapav Founder Mr. Venkatesh Iyer was the entrepreneur guest who shared his experience with the participants as a case protagonist.



National Case Methodology and Case Writing Workshop, 20-21 July 2017

WeSchool CECD hosted a two-day 'National Case Methodology and Case Writing Workshop' at WeSchool Bengaluru campus on 20 and 21 July 2017, in collaboration with AIMS Case Clearing House. The workshop was attended by 33 faculty members from across the Indian B-Schools such as Jamnalal Bajaj Institute of Management Studies-Mumbai, MET-Nashik, Institute of Management Technology-Hyderabad, Xavier Institute of Management and Entrepreneurship, BMS-Mysore, GNIMS Business School-Mumbai, CMR University etc.

The workshop sessions were designed to elaborate on the effective use of management case studies as a teaching pedagogy, curriculum design with case studies and case writing sessions. An interesting session was participants' discussion with the case protagonist of Manjushree Technopack Limited, a case study discussed during the session.

Professors Sonia Mehrotra, Madhavi Lokhande and Vijay Rego were the resource persons for this workshop.



Case Methodology Workshop on “Winning Strategies Using Design Thinking Tools”, 20 October 2015

WeSchool CECD conducted ‘A Case Methodology Workshop on Winning Strategies Using Design Thinking Tools’ at WeSchool campus on 20 October 2015. This workshop was conducted in collaboration with Confederation of Indian Industry, Indian Women Network.

Mr. Lakshman P S – Head of Innovation, SAP Global Delivery delivered the keynote address for this workshop followed by Case Methodology and Design Thinking sessions. The workshop participants from across various corporates such as HP, TCS, Mindtree, Vee Technologies, Axcend Automation & Software Solutions etc. The workshop format adopted case methodology using the case study ‘Robert Bosch Engineering, India (RBEI): Plotting a Growth Strategy’ followed by an understanding of the ‘Basics of Design Thinking’ by the lens of the same case study and then an interaction with the case protagonist Mr. Guruprasad S, General Manager – Engineering Tools & Healthcare Practice, RBEI, to elaborate on the company operations and processes.

The workshop was conceptualised on two interventions of case methodology discussion and design thinking tools. The objective was to emphasize the importance of these interventions that have the ability to invoke critical and analytical thinking as well facilitate better decision making in organizations.

Professors Sonia Mehrotra, Prakash Unakal and Gita Hegde were the faculty resource persons for this workshop.



National Case Methodology and Case Writing Workshop, 16-17 October, 2012

WeSchool CECD conducted 'National Case Teaching and Case Writing' workshop at WeSchool Bangalore campus on 16-17 October 2012 in collaboration with Association of Indian Management Schools (AIMS). The workshop was attended by 32 participants from both industry and academia such as Indian Institute of Plantation Management-Bangalore, M.O.P. Vaishnav College for Women-Chennai, NIAM Institute of Applied Management-Bangalore, Imperial College of Business Studies-Bangalore, Sindhi College-Bangalore, DCSMAT Business School- Kerala, Global Business School-Hubli, and RBEI-Bangalore.

The focus of the workshop was on 'why case based teaching' and 'how to write an effective case study'. Over the two days, the participants were provided an excellent opportunity to understand and practice the case based teaching methodology. There were unique pointers on the nuances of planning and execution of interesting case discussions. In addition to this, the participants were given live exercises guiding them on developing an initial case draft into a finished case. Participants were enriched by an interactive session with Mr. Venkatesh Iyer, CEO, Goli Vada Pav who brought in the company perspective of the importance of a case study on his company.

Professors Sonia Mehrotra, WeSchool, DVR Seshadri, IIM Bangalore, L.S. Murthy, IIM Bangalore were the faculty resource persons for this workshop.



TESTIMONIALS



Director- Manjushree Technopack Limited

"We are delighted and humbled at the same time to be considered to be a part of this management case study. It gives us a lot of confidence in our capabilities as well as the achievements of the organization. Richard Ivey publishing has been at the forefront of presenting the academia with best in-class management case studies and we are extremely proud to be part of this story.

The interaction with the faculty members Ms. Sonia Mehrotra in this case, has been nothing short of a wonderful experience. She was very patient and layered our thoughts aptly into the case study. She has a smiling face which made the overall interaction in formal and easy to understand."



Bengt Koping Olsson

Email testimonial from MDH University, Eskilstuna

Collaboration WE-School and MDH: Guest lecture on case methodology by Professor Dr. Sonia Mehrotra



Dear Dr. Salunkhe

Thursday, November 9, Professor Dr. Sonia Mehrotra conducted an excellent guest lecture on case methodology within the course Innovation and Creativity Management at Mälardalen University in Eskilstuna, Sweden. This course is read by our second-year students in the Master's program of Innovation & Design with the purpose of preparing for master thesis work. During the lecture, students were requested to conduct group discussion exercises and present their answers and reflections on Professor Mehrotra's questions, which the students also received comments on from Professor Mehrotra in real time. On Thursday, January 4, the assignment will be examined which Professor Mehrotra has contributed to through her lecture and distributed material. We are looking forward to her participation in this occasion as well.

Professor Dr. Mehrotra has had several planning meetings and test runs of technology with us during October/November, where we exchanged thoughts on case methodology and discussed conditions for the lecture. An important dimension in this collaboration is the use of information technology in an educationally efficient manner with a high degree of interaction. This is, in addition to software for presentation and chat functionality, also including microphones, multiple video cameras and monitors.

We are very grateful for Professor Mehrotra's contribution in this course at advanced level and look forward to continue this collaboration and develop various forms of teaching and learning at a distance.

Best regards

Bengt Köping Olsson

Ph.D. in Innovation & Design; http://www.ipr.mdh.se/staff/269-Bengt_Koping_Olsson

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