7.3.1_SIBMP_2016-2017_Institutional Distinctiveness

Details of the initiative The initiative is to make a case let repository. This repository should be made to help the faculties creating customised cases for their classes to increase the student engagement and also to increase the research output. The cases can also be used across faculties.

Objective of the initiative The cases used by the faculties are from Harvard etc. Reading full cases is one of the long discussed issues. To answer this the faculty will write case lets in the subject areas and increase the student engagement. The cases will also help in knowledge sharing as the repository can be shared across the institutes. One more objective is to increase the research output of the institute.

Steps taken to implement the process The director of the institute took a meeting with the faculty members and the management. The templates of the case are given to the faculties. Each faculty has contributed four cases. The plagiarism reports are also checked.

Challenges faced while implementation Creating case lets covering all the topics.

Time taken to implement the initiative: 2 months

Role model: The director of the institute sees that the case writing will also increase the institute research output.

The measurable impact and outcome More than 100 case lets became the part of the repository. And these cases were used in the classes.

Distinctive Innovation Since the institute was using the international standard cases, it was an innovative initiative to create, use or implement the indigenous case, to increase the student's engagement in the classes.

Sustainability & scalability growth plan for the initiative
The initiate has increased the faculty contribution. And this may be used for further publications.

Other information about the initiative – The initiative helped in increasing the student engagement.

SIBM, PUNE

Arpita Sharma <arpitasharma@sibmpune.edu.in>

SIBM, Pune Case lets - An opportunity to make money and earn fame!

3 messages

Director-SIBM,Pune <director@sibmpune.edu.in>   Tue, Mar 29, 2016 at 12:34 PM
To: faculty <faculty@sibmpune.edu.in>
Cc: Vinod Shastri <vinodshastri@sibmpune.edu.in>, anand singh <Anandsingh@sibmpune.edu.in>

Dear Team

Greetings!

This email has reference to the discussion that we had wrt to writing case lets.
As informed I expect each faculty member to come up with 1 or 2 page case lets. We must have at-least **100 case lets** in SIBM, Pune's repository by **25th May 2016**
This would mean each one of us **must contribute at least 4 case lets.**

What should we do ?

1. **Start writing caselets,** jointly with the faculty members or individually or in collaboration with foreign faculty members.

2. Start preparing the Teaching Note for the case lets that you write.

3. We shall create a team which will review the cases submitted, and then approve the same for it to be included in the repository. This will be an internal team comprising of 5 members.

A non disclosure and confidentiality agreement will be signed by the members who become a member of this team. **Kindly let me know if you are interested in becoming a team member.**

The team will review the case and get back to you with in 2 days of submitting the case.

The case lets written will be submitted to review-caselet@sibmpune.edu.in

4. You can take time to create the teaching note, but start writing the cases asap.

My plans ahead

1. I will be meeting the **MD Global of Emerald** in the first week of **April 2016** and I am planning to rope them in so that the SIBM Pune caselets will be in the Emerald Database, which can give visibility to faculty members of SIBM, Pune. We will also work on a royalty distribution structure with them.

2. Irrespective of the chance to rope in a BIG brand, I am planning to host an online caselet store for SIBM, Pune which will be

Template to be used for caselet

2 messages

Director-SIBM,Pune <director@sibmpune.edu.in>
To: faculty <faculty@sibmpune.edu.in>

Please find attached the template to be used for the caselet
Kindly note the following
1. The sample template is attached
2. Please ensure that you do not copy paste contents
3. Do include references in the last
4. Please check for plagiarism at your end before you submit

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Sent from a mobile phone – please excuse the brevity of the message

R Raman PhD
Director- Symbiosis Institute of Business Management [SIBM]

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http://ssrn.com/author=1918859

"*If you take care* of *your people*, *your people will take care* of *your
customers* and *your business will take care* of *itself*." -