



Enhancing Capabilities of
Entrepreneurship Educators

**Academic Conference and
Case Chase Competition 12**

March 29-30, 2012

Organised by



In 2003, the Society of Entrepreneurship Educators (SEE) pioneered a platform where faculty members interested and involved in entrepreneurship could come together. Besides the occasional conferences and competitions at the national and regional levels, the SEE has brought out a book of cases on entrepreneurship titled “Entrepreneurship Development: Indian Cases on Change Agents”, edited by K Ramachandran. It is commendable that Tata McGraw – Hill has brought out the reprint of this book in 2009, 2010 and 2011.

The SEE is moving ahead, gathering new energy and excitement. In an effort to give a boost to the activities, a national level academic conference will be held at the Indian School of Business, Hyderabad on March 29-30, 2012. There will be two key components to the conference:

- ▶ One, entrepreneurship academics from prominent institutions including ISB, IIMs, TISS and NITIE will share and discuss, in a workshop-cum-conference format, multiple approaches and experiences of developing/ fostering entrepreneurship among students.
- ▶ Two, hold a national level case competition which will be partly virtual and partly real. After a round of virtual selection, some cases will be presented and discussed at the academic conference. As part of our efforts to encourage all faculty development initiatives, all complete submissions will receive comments and feedback from experts. Some of the cases will be included in the next edition of the case book.

Registration fee

- ▶ Rs 3,000 per head for attending academic conference.
- ▶ There is no fee for participating in the Case Chase Competition 12.

Deadlines

- ▶ Registering for Case Chase Competition 12: **January 15, 2012**
- ▶ Submission of completed case : **February 13, 2012**
- ▶ Registering for Academic Conference: **February 20, 2012**

Cancellation Charges:

- ▶ Before March 15, 2012: 100% will be refunded
- ▶ Between March 16 – 25, 2012: 75% will be refunded
- ▶ No show : 50% will be refund

Accommodation

Limited accommodation is available on ISB campus @ Rs 3,500 + taxes per day on ‘first come first serve’ basis. Organisers may be able to arrange additional accommodation in the neighbourhood hotels and academic institutions on request. Rent will be upwards of Rs 1,000 per day.



Academic Conference: Agenda

March 29-30, 2012

Day 1 - Thursday, March 29, 2012

09.00 - 10.00	Registration
10.00 - 11.00	Inaugural session <ul style="list-style-type: none">▪ Welcome▪ SEE – the journey so far▪ Relevance of entrepreneurship education in changing India
11.00 - 11.15	Tea break
11.15 - 13.00	Successful experiments in entrepreneurship education - Panel discussion
13.00 - 14.00	Lunch
14.00 - 17.30	Case competition presentations
17.30 - 18.30	“I wish I were taught” Musings of a serial entrepreneur
18.30 - 19.30	Case preparation and networking Steering committee meeting
19.30 - 21.30	Gala dinner

Day 2 - Friday, March 30, 2012

09.00 - 10.30	Case teaching demonstration and discussion
10.30 - 10.45	Tea break
10.45 - 12.00	Building Business Incubators - Panel discussion
12.00 - 13.30	Entrepreneurship opportunities in different contexts - Panel discussion
13.30 - 14.30	Lunch
14.30 - 16.00	Preparing and evaluating a business plan - Discussion
16.00 - 16.45	SEE - action agenda for future
16.45	Tea and conclusion



Case Chase 12 Competition - Guidelines

Theme

The case context should be small and medium enterprises. Entrepreneurship cases on large organizational context will not be considered. Case should address at least one major problem solving situation

The case may focus on one or more facets of the domain of entrepreneurship, such as:

- ▶ Opportunity recognition and exploitation process
- ▶ Managing Start-up and growth
- ▶ Turn around
- ▶ Harvest and exit strategies

These facets may be examined in different settings such as High technology ventures, Venture Capital assisted firms, Family Businesses, Women entrepreneurs and Social entrepreneurs.

Timeline

January 15, 2012	Registration for Case Chase competition 12
February 13, 2012	Final date for submission of complete case
February 27, 2012	Evaluation, feedback and announcement of cases short listed
March 19, 2012	Final date for submission of revised documents
March 29-30, 2012	Presentation round at the ISB

Eligibility criteria

Faculty and students from any business or technology educational institution in India are welcome to participate. The lead author should be a faculty. Faculty may write cases individually or in teams. The team size should not exceed four, including students, if any.

Registration

Please use the enclosed registration form to register your team for competition. You may send the filled up form by post or submit it electronically, before **January 15, 2012**.

Process

Stage-I

All teams need to submit the full case by 6, February, 2012

Stage-II

The screening committee consisting of eminent educators from leading management and technical institutions in the country will shortlist entries to stage - III

Stage-III

Selected cases will be presented to a panel of eminent judges. The presentation would consist of two parts. The first one will highlight the contents of the case and the second will elucidate how the case would be taught by the case writer(s).

Stage III of the competition will be held at the ISB, Hyderabad during 29 – 30 March 2012, along with the Academic Conference.

Submission requirements

Submission of cases & teaching notes

- ▶ A cover page giving the title of the case, name(s) of authors and affiliation, and the address for correspondence, including telephone/fax numbers and e-mail addresses.
- ▶ A brief case-synopsis, not more than 250 words.
- ▶ The full case, including all appendices should not exceed 20 pages of text and exhibits (12-point font, Times New Roman)
- ▶ A bibliography of resources used in putting together the case.
- ▶ A case teaching note. This note should make explicit the issues raised in the case and the importance of these issues, explain the research behind the case, and discuss the teaching context and how it might be used in the classroom.
- ▶ **A letter from the management of company/firm permitting use of the case for the competition, for publication by SEE, and for use by all educational institutions as instruction material later.**

Evaluation

The case

The cases submitted should be original and not published elsewhere. The case should provide a factual description of a business or leadership response in an entrepreneurial situation/setting. It is essential that the case be based on a real entrepreneurial situation or an entrepreneurial response in a real company. It should contain relevant data about the situation available to the key person in the case, and background information about the organisation/situation. Cases should be based on primary data collected by the authors; and not entirely based on secondary data. The teaching note should reflect how best the case can effectively be used in a classroom situation.

Evaluation criteria

Cases will be evaluated based on the following criteria:

- ▶ Case content (70% weight)
 - Importance of the central theme as a learning vehicle in the context of entrepreneurship education.
 - Quality of content and underlying research (the background research undertaken, the use of interviews, archival data etc).
 - Quality of the written presentation (the case should give voice to a range of points of view).
- ▶ Usefulness of the accompanying teaching note (20% weight).
- ▶ Quality of the oral presentation (10% weight).

Prizes

A maximum of 15 best cases will win a cash award of Rs 10,000 each and a citation.

Six cases (out of the 15) will be selected for final presentation of which three best cases will be awarded Rs 25,000 each.

Publication

A few of these cases will be considered for inclusion in the next edition of “Entrepreneurship Development: Indian cases on change agents”, a SEE book published by Tata McGraw Hill (currently on third reprint)

Changes in rules

The SEE is empowered to make changes in the rules/ guidelines in the interest of making the competition effective so that its objectives are achieved. The site www.isb.edu/SEE under ‘SEE Case Chase Competition 12’ will notify any such changes.





Organised by



ISB | **Family Business**

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