HOD's Message

Dear Colleagues,

I am very happy to welcome Dr Phil Zerrillo into the CLMP team. With Phil’s vast experience in leading case development and industry engagement at the Singapore Management University guiding us, we look forward to breaking new ground in in-house case writing capabilities as also engagement with RCIs and CEE.

As I reflect on Q4 accomplishments by the team, I am happy to acknowledge the efforts of Geetika and Ashima in continuing to push the boundaries for case development and ISB/Insight. We have nine new cases ready for publishing this quarter and this brings our total count for the year to 61 cases in the final publishing stage. In addition, we are actively soliciting case ideas from corporates such as P&G, Dr. Reddy’s Labs, Zensar Technologies, GE India Technology Centre and Creamline Dairy. We have also created a form on Atrium for faculty who are interested in writing case studies with support from us on corporate connections or resources.

ISB/Insight has always been at the forefront of creating new channels of engagement with our audience. We are delighted to share that we hit over 100,000 page views for the year 2018-19. Our monthly management briefs emailers have been a platform for showcasing new initiatives by the RCIs through Director Speak, Research Bytes and Program Spotlight. In January, we launched the monthly ISB/Insight Lecture series with Prof. Sanjiv Das. The series is an open on-campus and live streaming session for alumni, corporate and ISB community to hear from our resident and visiting faculty.

The Corporate Relations team worked closely with CAS to bring a strong team of investors from Abu Dhabi for the India Inside program. We also took the opportunity to host a Diversity and Inclusion session in partnership with Nayi Disha and were pleasantly surprised to see corporates and working professionals with different abilities engaging in a productive dialogue. We continue to support ongoing AOL activities for the PGP suite of programs with Parul and Naveen. In addition, we plan to include all the long duration programs offered through various institutes. To facilitate teaching excellence in the classroom, we have started compiling a series of videos of best practices in teaching and learning effectiveness. Do check out the last section of our newsletter.

As always, we appreciate your feedback and continued active engagement with CLMP. Moving forward, a big effort is to recruit the right talent and drive specific initiatives with RCIs that build on ISB’s brand and thought leadership.

Reema
NEW CASES PUBLISHED

- **Incentives in the Healthcare System** - Sisir Debnath, Tarun Jain, Dibya Deepa Mishra
- **Revenue Management at Sparsh Nephrocare** - Sarang Deo, Nithin Nemani, Sourav Singh, Nupur Jain
- **A Holistic Intervention Towards Sustainable Livelihoods and Coastal Conservation: A DHAN Foundation Case** - D.V.R. Seshadri, K. Sasidhar
- **Building a Great Place to Work: Intuit India** - Chandrasekhar Sripada, Geetika Shah
- **Symphony: Growing Through Internationalization** - S. Ramnarayan, Sunita Mehta, E.S. Srinivas

PEDAGOGY AND LEARNING

*Building case writing capability, creating fresh content, experimenting with new formats.*

**Case Dashboard:** 5 cases published in the quarter and 4 more ready for publishing | 20 cases in the review process along with 14 new cases shortlisted from the ISB-Ivey Case Writing Competition | 7 new case ideas initiated | Case initiation discussions took place for cases with P&G, Dr.Reddy’s Labs, Zensar Technologies, GE India Technology Centre, Creamline Dairy

**Webinar on Case Writing for EFPM 2018:** The Centre successfully conducted a webinar on “The Mechanics of Case Writing” (Feb 22, 2019) for the students of the EFPM Programme. Two participants have submitted case ideas to develop and publish with support from CLMP.

**Session on Introduction to Cases for PGP 2018:** The Centre conducted a session on “Communicating Expertise” for the students of PGP 2018 and a brief module on “Introduction to Cases” was covered as part of it.

**Distribution partnership with India Case Research Centre (ICRC):** The Centre entered into an academic partnership with AIMA for the purpose of listing and creating awareness for ISB case studies through their new platform ICRC, established with the objective to develop, publish and distribute research-based high quality India centric cases and teaching notes.

“Initiate a Case” Form: Interested in writing a case…just fill up this simple **Initiate a Case form** to let us know and we will reach you to get it started.
KNOWLEDGE DIALOGUE: ISB/INSIGHT

On Social Media, do you follow us? In January, in our ongoing 15 years commemoration, we featured ISB/Insight's top 15 most-viewed articles of 2018 on Twitter, LinkedIn and Facebook with the hashtag #ISBInsighttop15

Management Briefs

ISB/Insight Management Briefs in January and March 2019 featured research and knowledge initiatives by faculty and RCIs and reached over 25000 recipients.

ISB/Insight Lecture Series

The ISB/Insight Lecture Series also kicked off in January with a talk by Professor Sanjiv Ranjan Das on "The Future of AI and Machine Learning in FinTech". In early March, we also co-hosted the first session of The Global ISB Forum along with Professor Bhagwan Chowdhury and Dr Swati Desai on the topic "Why do Public-Private Partnerships Fail?"

The Future of AI and Machine Learning in FinTech

First edition of the ISB/Insight Lecture Series. A talk by Professor Sanjiv Ranjan Das
https://www.facebook.com/ISBInsight/videos/553768838462950/

Forbes India - Featured Articles

Forbes India featured articles from the August 2018 issue of ISB/Insight in February and March 2019.

- Rx ICT: Digitally disrupting healthcare
- Kirana stores are here to stay": FMCG strategy for Indian retail

KNOWLEDGE DIALOGUE

SIGN UP TO RECEIVE MANAGEMENT BRIEFS AND OTHER EMAILERS AT isbInsight.isb.edu

OVER ONE LAKH PAGE VIEWS!
ISBINSIGHT ONLINE HITS OVER 1,00,000 PAGE VIEWS OVER JANUARY 2018-19
CORPORATE RELATIONS AND PROGRAMMES

India Inside Programme

The Second run of the open format of India Inside Programme took place between Feb 25-March 1, 2019. Participating companies included Abu Dhabi Investment Authority, First Rate Financial Services, GE Finance, Team Lease, Cyient and few others. It was a successful 5-day run of the programme with key focus areas as Innovation and Entrepreneurship, Financial Investment in India, Understanding family businesses and Healthcare Industry overview.

“India Inside Programme -Testimonials

Executive Eminence Programme

The team is preparing to kick-off the second cohort of the Executive Eminence Programme on April 25, 2019 with a mix of Senior Executive participants, both corporate nominated and individually sponsored.
ASSURANCE OF LEARNING (AOL)

Introduction

AoL is one of the key drivers of curricula management and the basis for continuously improving programmes. Currently, the ISB programs which are under the ambit of AoL are PGP, PGPMAX, MFAB and FPM. At the end of the program year, AoL reports are generated which provide detailed analysis of the data towards the measurement of the program learning goals and objectives.


To understand more about this process and its impact on ISB programs, please visit: https://www.isb.edu/aol

Recent Developments


CLMP is focused on facilitating teaching excellence in the classroom, and enabling innovative pedagogies for effective learning”. To do so, we are working towards compiling and presenting the “Best practices in Teaching and Learning” of the faculty teaching in ISB classrooms in a bid to showcase innovative ways to teach.

“Active Learning tools: Using hands-on Hackathon – Outside classroom”

“Teaching tips for ISB classroom”

Professor Galit Shmueli,
Co-teaching PGP course on Forecasting Analytics at ISB. Distinguished Professor, Institute of Service Science, National Tsing Hua University, Taiwan

Professor Edward W Rogers,
PGP course on Managing Complexity
Chief Knowledge Officer, Goddard Space Flight Center, NASA