

RAMAIAH INSTITUTE OF MANAGEMENT, BANGALORE CASE WRITING WORKSHOP

Ramaiah Institute of Management (RIM) successfully concluded its Case Writing Workshop Bootcamp with an intensive two-day in-person session with Emerald Publishing as its academic partner. Three online pre-workshop sessions prepared participants ahead of the in-person event, including sessions on case proposal development, proposal presentation for feedback, and publication guidance from Emerald Publishing. The in-person workshop featured expert sessions by R Srinivasan (IIM Bangalore), Bikramjit Rishi (Shiv Nadar University), and Pooja Gupta (JAGSoM). From breaking down the structure of a compelling teaching case to discussing journal requirements and publication pathways, the sessions covered a wide range of essential skills. Participants also learned how to work with primary and secondary data, mask company identities when required, and build impactful teaching notes aligned with global expectations. Anita Singh, Head of the Case Centre (RIM) explained, "This workshop was more than just a training — it was a hands-on

journey through the art and craft of case writing."

The workshop drew participants from various B-schools and management institutes, including Université Côte d'Azur, France. The Dean of RIM, Prof Arunkumar, who inaugurated the workshop, remarked, "This workshop aligns with our mission to promote innovative, application-oriented learning. Case studies are powerful tools that bridge theory and practice, and this workshop empowers management faculty to enrich classroom engagement and shape future-ready managers. "Our goal," added Sankar Mukherjee (RIM), "was to combine rigour with mentorship. The participants received one-on-one feedback and regular touchpoints which truly enriched the experience." The event concluded with a valedictory session where three top case submissions were awarded Certificates and gifts.



ISBR BUSINESS SCHOOL PGDM 25-27 BATCH INAUGURATION

As ISBR Business School completes 35 years in its journey of imparting Management Education, it was a great day indeed as it boarded nearly 500 students to its PGDM Course this year. Accredited to AICTE and NBA it has come a long way from a humble beginning with just 60 students decades ago. The event started off on a Tech note in tune to the Silicon City status of Bangalore with welcoming of the guests by a ROBOT Hostess. The eminent guests included- Mr Sandeep Singh, Mg Director, Tata Hitachi who inspired the student with his gems – PDCA (Plan, Do, Check and Action), having spent many a year with the Japanese Management, he shared their insights. Next was Dr Sanjay Tyagi, Director STPI, who shared the lessons learnt in India's growth since Independence to what it is today a great economy to be reckoned with in IT more so in the emerging technology of AI. Then we had a very young dynamic entrepreneur who had started off his venture as a teenager in Cyber security and who is now calling the shots as the youngest CEO globally with a Made-In-India brand – Global Inc. His inspiring

insights at stealing an opportunity to make a business pitch with Tycoons like Bill Gates and others was stunning. Lastly, we had an outstanding Alumni of 2012 batch a Kohinoor of ISBR, Ms Vrusha Raghu, Associate Director of NineLeaps who touched upon ISBR's uniqueness more so when it comes to Caring for its students as she was a beneficiary of a scholarship Program to reach out for an Exchange Program in France. The Event was Presided over by our young edupreneur Dr Manish Kothari – President ISBR Group of Institutions who named this batch as the Operation Sindoor in memory of the valour and the resilience of our defence forces. Besides it stands testimony as this batch had a representation of nearly 48% women. The students and parents alike were all pleased to be part of this emerging family of ISBRIan's to make India shine in days to come #Viksit Bharat 2047

