



# IIMA CASE CENTRE



Indian Institute of Management Ahmedabad (IIMA) has evolved from being India's premier management institute to a notable international school of management over the last few decades. IIMA is recognized as a pioneer in adapting the case method of teaching and learning in India. The case method is an engaging pedagogy that involves the participants actively in the learning process. They get an opportunity to play the roles of decision makers, analysts, consultants and competitors of several corporations without leaving the confines of their class rooms.

As an initiative towards formalising this practice, **IIMA** established a **Case Centre** in April 2014 with a mandate to (a) support case writing, (b) manage the distribution of IIMA cases, and (c) promote case teaching. The Case Centre is a repository of more than 4300 registered items that includes Cases, Teaching Notes, Technical Notes, Exercises, Supplements, Epilogues and Games written by generations of IIMA faculty members over a period of more than five decades. These cases and other materials constitute an important part of the case method pedagogy.

The Case Centre encourages faculty members to write cases by interacting with industries and bringing the real world business situations into the classrooms to provide a holistic learning experience to the students.

### Services Offered

- Providing case writing & editorial assistance
- Availing funds for authors to develop cases
- Managing case registration and distribution through various distribution partners
- Administering sales of IIMA cases
- Conducting training workshops and seminars for case writing and teaching

The Case Centre also manages the IIMA Case Website, which is a web platform for procurement of IIMA cases and other registered items like technical notes, exercises and more. All the registered cases are classified according to the management disciplines they cater to.

IIMA Case Centre has also established distribution partnerships with Harvard Business Publishing, IVEY Publishing, The Case Centre, UK (formerly: ECCH) and Sage Publications, with an aim to widen the case distribution networks worldwide.

The Case Centre is committed to strengthening the case ecosystem not just within IIMA but also nationally. The Case Centre has collaborated with Harvard Business Publishing to offer the Case Method Teaching Seminar (CMTS) to encourage the introduction of Case Method Teaching in other management institutions.

## Procurement of IIMA Cases

*(Inclusive of Taxes)*

PRICING FOR INDIVIDUALS			
Users	Product	Purpose	Price
Faculty	Cases/ Technical Notes/ Exercises and Teaching Notes	Inspection Only	Free
All (including Faculty, Students, corporates, and Individuals)	Cases/ Technical Notes/ Exercises	Use in all programs	INR 200 per case per copy or its foreign currency equivalent
EDUCATIONAL INSTITUTES			
			Price
Procuring Single copy of Cases / Technical Notes / Exercises			INR 200 per copy per case or its foreign currency equivalent
Annual Contract Agreement (ACA)			
Option A			
for downloading unlimited number of IIMA cases for specific number of students @ INR 1,500/- per student. The institute has to specify the number of students in each program and the total number of students including all programs and pay the amount (Total number of students x INR1,500/-) to IIMA while entering the contract for one year period.			(Total number of students X INR 1,500/-) or its foreign currency equivalent *
Option B			
for downloading unlimited number of IIMA cases for any number of students by paying INR 7,50,000/- (Rupees seven lakh fifty thousand) lump sum to IIMA for entering the contract for one year period.			INR 7,50,000/- (Rupees seven lakh fifty thousand) or its foreign currency equivalent
Option C:			
for downloading unlimited number of IIMA cases for annual contract of Three years with a discount of 25% on pricing under Option “A” of INR 4,500/- (Rupees Four Thousand Five Hundred) per student (Total number of students x INR 4,500/-) or Option “B” of INR 22,50,000/- (Rupees Twenty Two Lakhs Fifty Thousand) for any number of students.			Three years contract - 25% discount on Option “A” (Total number of students x INR 4,500/-) or Option “B” of INR 22,50,000/- or its foreign currency equivalent

## Registration Process

*In order to procure IIMA Cases, please follow the guide.*

### STEP 1

Open The Browser and Enter The Url

**cases.iima.ac.in**

\*Please do not type 'www' before the URL id

### STEP 2

Click on the '**Register Now**' Button on the Right-hand top corner of the page.

Provide your basic details along with your **affiliation** and the **purpose of procuring** the case.

The following user **categories** will be available (choose an appropriate category).

Faculty/Trainer (**FAC**)

Students (**STD**)

Ph. D Scholars (**PHD**)

Executives (**EXE**)

Educational Institutes (**EDU**)

Corporates (**COR**)

Others (**OTHR**)

### STEP 3

If you have registered under the '**Others**' category, please go to Step 5 directly.

Please note that the default category for a '**new**' registration will be OTHR- Others.

After successful verification of your **affiliations**, your category will be updated as per the details provided in your application.

You can directly **login and make a purchase** as per base rates, while the verification is still in process.

### STEP 4

You will **receive a confirmation** of your registration

**Login** with your username and password.

**Change the password** with the one of your choice.

### STEP 5

Search and select the cases of your preference

If you are **ordering for teaching purposes**, you will be required to fill out the **details** in the form provided on the product description page.

These **details will appear on every page of the case document** you procure as a blurb.

Add the selected material to '**My Cart**' and proceed to '**Checkout**'.

### STEP 6

Make your payment.

Once **your payment is approved** you will receive an **invoice** through email.

Click on the link to download the PDF.

To open the PDF please **enter your registered username as the password**.

## IIMA CASE CENTRE

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