



विद्याविनियोगादिकासः  
IIITM  
AHMEDABAD

# 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 the **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 classroom 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 direct sales of IIMA cases
- Conducting training workshops and seminars for case teaching and writing

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

Price Structure (revised w.e.f August 01, 2018)				
Category	Sub-category	Description	Maximum allowed usage	Pricing pattern
Faculty		Can download an <b>inspection copy</b> of Cases/Technical notes/Exercises and Teaching Notes.	<b>1 copy</b> per Case as well as Teaching Notes	Complimentary
Librarians / Doctoral Candidates		Can download an <b>inspection copy</b> of Cases/Technical notes/Exercises	<b>1 copy</b> per Case	Complimentary
Educational Institutes		Faculty, Librarians and Students from Educational Institutions can access a commercial copy of Cases/Technical notes/Exercises/Video (Audio-Visual) Cases	<b>1 copy</b> per Case	<b>INR 250</b> (Two Hundred and Fifty) per Case
Corporates		Corporates can access a commercial copy of Cases/Technical notes/Exercises/Video (Audio-Visual) Cases	<b>1 copy</b> per Case	<b>INR 500</b> (Five Hundred only) per Case
Others		Any Individual who is not associated with any Educational Institute or a Corporate can access a commercial copy of Cases/Technical notes/Exercises/Video (Audio-Visual) Cases	<b>1 copy</b> per Case	<b>INR 250</b> (Two Hundred and Fifty) per Case
Annual Contract Agreements (only for Educational Institutes)	Option "A"	For downloading IIMA Cases / Technical notes / Exercises / Video (Audio-Visual) Cases for <b>specific number</b> of students. The institute has to specify the number of students in each programme and the <b>total number</b> of students including all programmes will be considered for final pricing. The contract is for one year and renewable thereafter for each year.	Copies upto <b>total number of students</b> as per contract	<b>Total number of students</b> x INR 2,200 (Two Thousand and Two Hundred) upto 50 cases per student <b>Total number of students</b> x INR 2,400 (Two Thousand and Four Hundred) above 50 cases per student
	Option "B"	For downloading an <b>unlimited number</b> of IIMA Cases / Technical notes / Exercises / Video (Audio-Visual) Cases for an <b>unlimited number</b> of students. The contract is for one year and renewable thereafter for each year.	<b>Unlimited</b>	<b>INR 7,50,000/-</b> (Rupees seven lakh fifty thousand)
	Option "C"	If any institute wants to opt for option "A" or option "B" for a period of 3 years	as per the option	A discount of <b>25%</b> will be given on the final rate while calculating for 3 years.

Note: 1. All prices include applicable taxes

2. If the purchase is made in foreign currency, the equivalent INR on the day of transfer is applicable.

3. The term "Case" is used to represent Cases/Technical notes/Exercises/Video (Audio-Visual) Cases

4. The term "Corporates" means any Individual from a particular company as well as Individual who works for any Company as a consultant etc.

## Registration Process

In order to procure IIMA Cases, one time registration is required, please follow the relevant steps given below

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

Librarian

Doctoral Candidates

Educational Institutes

Corporates

Others

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

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380015

**Phone:** +91 - 79 - 66324967/4966 | **E-mail:** [casecentre@iima.ac.in](mailto:casecentre@iima.ac.in)

**Website:** <http://cases.iima.ac.in> | [Twitter@IIMA/Cases](https://twitter.com/IIMA/Cases)

**Facebook:** [www.facebook.com/iimacasecentre/](http://www.facebook.com/iimacasecentre/)