

Centre for Teaching and Learning at IIMB Annual Report 2019-20

IIMB launched its Centre for Teaching and Learning (CTL) on January 15, 2018. The center aims to understand evolving best practices of teaching and learning and disseminate such understanding for increasing teaching effectiveness. The Centre has the following objectives:

- Conduct research on innovation pertaining to teaching / pedagogy
- Facilitate the development of teaching content
- Evolve measures to evaluate teaching performance and learning
- Provide teaching inputs to faculty members and doctoral students

CTL organized several activities of pedagogic significance between 2019 and 2020. The impact of these activities reached a diverse audience. These included:

- New Faculty Teaching Workshop conducted from April 01-04, 2019 for IIMB Faculty.
- CTL in collaboration with Executive Education Programme also conducted a “ Quality Improvement and Capacity Building” Programme for Members of Association of Indian Management Schools from April 22-24, 2019.
- Teaching Workshop, conducted from Jan 02-04, 2020, for doctoral students. 17 external participants attended the workshop. They were from IIM Ahmedabad, IIM Kozhikode, IIM Lucknow, IIM Calcutta, IIM Indore, IIM Tiruchirappalli, ISB, IIT Madras and Christ University, Bangalore.
- Teaching Workshop, conducted from Jan 13-15, 2020, for doctoral students of IIM Bangalore in their 5th year of PhD. 17 participants attended the workshop.
- Professor Sourav Mukherji, Chairperson CTL, conducted a day-long case teaching workshop for faculty members of National Police Academy at Hyderabad on 14th December 2019.

During this year, the Centre for Development of Cases and Teaching Aids came under the fold of CTL. As a result, CTL started managing the Harvard Case submission process:

- Twenty three cases were submitted to CTL for review of which 20 passed successfully through the review process and all are (or in the process of) being published by HBP.
- Cases written by IIMB Faculty and published at HBP for Educators continue to be used by management institutions in India and abroad. Our January-December 2019 Harvard Sales report indicate that over 75000 copies of our cases were sold worldwide.
- Some of IIMB’s blockbuster cases with half-yearly sales of more than 1000 copies are as follows

Case Name	IIMB Author (s) *
Demand Forecasting at idFresh Foods	Dinesh Kumar
Saffola Journey	Srinivas Prakhya
Customer Analytics at Bigbasket	Dinesh Kumar
ITC Limited	Abhoy Ojha
Procter and Gamble India	Seema Gupta
Shodh Market research for Economy Housing	Avinash Mulky
Volkswagen in India	Seema Gupta

*Many of these cases have other non-IIMB authors

- CTL also created a summary 'Style Guideline' document and increased the database of reviewers.

Dr. Chitra Andrade, Manager of CTL was engaged with IIMB's Office of Disability Services (ODS) in creating a document on learning and study strategies to guide students with learning disabilities. This document will help stakeholders understand various types of learning disabilities and how to work with adults with learning disabilities.

CTL has added a 'Resource Centre' to its website to house the content developed by the Centre. It has a 'faculty' section and a 'student' section. A list of articles published on Resource Centre is as follows:

Students	Faculty
<ul style="list-style-type: none"> The Case Method: A Fun-damental Truth Case Method in Management by Prof. Ganesh N Prabhu Effective Learning in Virtual Classrooms Learning and Study Strategies for Students with Learning Disabilities Learning Styles: Myth Busted Peer Learning 	<ul style="list-style-type: none"> Teaching the Scope and Limits of Generalizability in Qualitative Research by Prof. Ganesh N Prabhu Teaching in a Virtual Classroom Making Zoom Secure Cases published by HBPE Learning Disabilities: A Note for Tutors

Two case writers have been hired recently to help Professors with writing cases. The writers will also be helping the Centre with creating digital content for IIMB.

CTL is working to streamline and automate the process of royalty disbursement among case-authors.