Centre for Teaching and Learning Annual Report 2020-21

Contents

IIMB launched its Centre for Teaching and Learning (CTL) on January 15, 2018. The Centre 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 and pedagogy.
- Facilitate the development of teaching content such as teaching cases and teaching notes.
- Evolve measures to evaluate teaching performance and learning.
- Provide teaching inputs to faculty members and doctoral students

Activities

CTL organized several activities of pedagogic significance in 2020-21. The impact of these activities reached a diverse audience. These included:

- **New Faculty Orientation Workshop** from January 11-13, 2021 for IIMB faculty. 17 participants attended the workshop.
- **Teaching Workshop** from January 18-20, 2021 for IIMB's doctoral students. 13 participants attended the workshop.
- **Teaching Workshop** from February 01-03, 2021 for external doctoral students. 23 participants attended the workshop. They were from IIM Ahmedabad, IIM Lucknow, IIIM Calcutta, IIM Indore, IIM Tiruchirappalli, IIM Udaipur, ISB, IIT Mumbai, Institute of Rural Management, Anand, Indian Institute of Foreign Trade, Delhi and Xavier School of Management, Jamshedpur.
- From November 2020, CTL started offering **mentoring services** to faculty members at IIMB for their teaching, based on request or need assessed by FDEC or Dean Faculty. Dean Faculty and CTL Chairperson met 17 faculty members who joined IIMB during 2020 to understand the support that they needed for their teaching. Based on the discussion, five faculty members volunteered to be mentored. CTL identified an external mentor – Dr. Arun Pereira, who has extensive experience in mentoring faculty for teaching. Four faculty members completed their mentorship with Dr. Pereira by March 2021 and expressed high degree of satisfaction with the process.
- **Webinar** on the topic: *How will Learning in Higher Education be different in the Post-Covid/Vaccinated World?* This webinar was the first webinar in its 'Samiksha' series of webinars. It was held in the form of an online panel discussion on March 12, 2021.
- The Centre has developed a **'Resource Centre'** on its webpage for hosting articles on teaching and learning and disseminating IIMB-HBPE case and teaching note templates, company release form and HBPE case submission guidelines to all stakeholders. The resource centre has student, faculty, guidelines and templates and other resources sections. A list of articles published on the Resource Centre is given in Table 1.
- CTL manages the **case submission process** for cases authored by IIMB faculty that are published at Harvard Business Publishers website for Educators (HBPE). It provides copyediting, peer review and publication related support for IIMB-HBPE cases.

  Twenty cases were submitted to CTL for review of which 19 passed successfully through the review process and all are (or in the process of) being published by HBPE.

  Cases written by IIMB Faculty and published at HBP for Educators continue to be used by management institutions in India and abroad. January-December 2020 Harvard Sales report indicate that over 85000 copies of IIMB's cases were sold worldwide.

  Names of IIMB faculty whose cases have sold more than 1000 copies in 2020 are provided in Table 2.

- In keeping with current practices, CTL has updated the template for IIMB-HBPE cases and teaching notes.
- CTL has cultivated a database of >1000 reviewers for double-blind peer review of the IIMB- HBPE cases.

Resources

- The Centre has a Manager and two Case Writers on its rolls. It also shares a copyeditor and an administrator with IIMB's Research and Publication centre. From February 2021, One of CTL's case writers is managing the activities of IIMB's Centre for Managerial Communication.

Table 1: Articles published on CTL resource centre

Students	Faculty
- IIMB Podcast on the Future of Learning - Turning a corner in COVID times - The Case Method: A Fundamental 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	- Peer Learning: Designing Better Learning Environments - Faculty Mentoring in Higher Education Settings - Compilation of Select Online Courses on Teaching and Learning - Curated List of Readings on Teaching and Learning from CTLs around the World - Recording of HBPE webinar titled 'The Challenges and Opportunities of Teaching and Learning Online' presented by Prof. Jitamitra Desai, IIMB - Writing Business Cases - Writing Teaching Notes - Teaching the Scope and Limits of Generalizability in Qualitative Research by Prof. Ganesh N Prabhu - Teaching in a Virtual Classroom - Making Zoom Secure - Learning Disabilities: A Note for Tutors

Table 2: IIMB Faculty authored cases that sold more than 1000 copies in 2020. The details are provided in Appendix 1.

Faculty Name*
U Dinesh Kumar (9 cases with sales more than 1000 units)
S Ramesh Kumar (4 cases with sales more than 1000 units)
Seema Gupta (3 cases with sale more than 1000 units)
Haritha Saranga (2 cases with sales more than 1000 units)
Srinivas Prakhya
Abhoy K Ojha
Debolina Dutta
Anshuman Tripathy
Avinash G Mulky

*Many cases have other non-IIMB authors.

Appendix 1: Cases that Sold more than 1000 Copies in 2020 (Ranked by Sale)

No.	Case Name	Authors
1	Customer Analytics at Bigbasket - Product Recommendations	Paul Abraham, Manaranjan Pradhan, Lakshminarayanan S, Ganesh Iyer and **U Dinesh Kumar**
2	The Saffola Journey	Rochna Poddar and **Srinivas Prakhya**
3	Demand Forecasting for Perishable Short Shelf Life Home Made Food at iD Fresh Food	Raman Narasimhan, Amardeep Sibia, Shirsha Ray Chaudhuri, S.R. Vigneshwaran and **U Dinesh Kumar**
4	HR Analytics at ScaleneWorks: Behavioral Modeling to Predict Renege	Kumar Rahul and **U Dinesh Kumar**
5	Improving Lead Generation at Eureka Forbes Using Machine Learning Algorithms	Nandini Seth, Manupriya Agrawal, Manaranjan Pradhan and **U Dinesh Kumar**
6	Alibaba - Building a Social Sustainability Ecosystem for E-commerce	**Haritha Saranga** and Yanghua Huang
7	Nielsen: Market Research for Pantene	**Seema Gupta**
8	ITC LTD.: Toward a Triple Bottom Line Performance	**Abhoy K Ojha**
9	Talent Acquisition Group at HCL Technologies: Improving the Quality of Hire Through Focused Metrics	**Debolina Dutta** , Sushanta Kumar Mishra and Mathew J Manimala
10	Package Pricing at Mission Hospital	Sriram T K, Shailaja Grover, Satyabala Hariharan and **U Dinesh Kumar**
11	A Dean's Dilemma: Selection of Students for the MBA Program	Dhimant Ganatra and **U Dinesh Kumar**
12	Resource Planning at Akshaya Patra, Vasanthapura	**Anshuman Tripathy** and Kiran K
13	Behavioral Drivers of Brand Equity - Head & Shoulders in India	Loveneet Tyagi and **S Ramesh Kumar**
14	Volkswagen in India	**Seema Gupta**
15	Marketing Transformation Using Social Network on Digital Media: How BJP Used WhatsApp to Create a Successful WOM Campaign	Ami Shah and **U Dinesh Kumar**

16	Procter & Gamble India: Gap in the Product Portfolio?	**Seema Gupta,** Kanchan Mishra and Ashish Maheshwari
17	Sensory Branding: Oreo in the Indian Context	**S Ramesh Kumar**, Nalin Goel and Gireesh Gera
18	Era of Quality at the Akshaya Patra Foundation	Srujana H M**, Haritha Saranga** and **U Dinesh Kumar**
19	Shodh - Market Research for Economy Housing (A)	**Avinash G Mulky**
20	Sustaining an Ethnic Soft Drink - Paper Boat: Brand Positioning and Consumer Behavior	**S Ramesh Kumar,** and Mithun Sivagurunathan
21	Forecasting Demand for Food at Apollo Hospitals	Sujoy Roychowdhury, Alok Shrivastava, and **U Dinesh Kumar**
22	XYLYS: Exploring Consumer Perception about Premium Watches in the Indian Context	**S Ramesh Kuma**r and Kasturi Baral