

## **Richard Ivey School of Business and the Management Development Institute (MDI) Ink Partnership to Develop and Promote Case Based Learning**

*Sign MoU for case teaching, case writing and publishing to develop India based case materials for use globally and in propagating 'real world' management education in India*

**New Delhi, February 22, 2012-** [Richard Ivey School of Business](#), Canada's top business school today announced the signing of a Memorandum of Understanding (MoU) with [Management Development Institute \(MDI\) Gurgaon](#) to develop India focused business cases and distribute them both in India and globally. The MoU was signed by Dean Carol Stephenson – Ivey Business School and Director Dr. Mukul P. Gupta– MDI at the institute's Gurgaon campus.

This collaboration between the two premier schools is built on Ivey's rich knowledge and prowess as the world's largest producer of Asian based cases along with MDI's commitment to case based learning and writing. Faculty and students from Ivey and MDI under this strategic alliance will collaborate across multiple areas to research and develop compelling India based cases to support discussions on business theory in the classroom.

*Dean Carol Stephenson, Richard Ivey School of Business said, "We are extremely excited to be partnering with MDI Gurgaon. Case based learning is a highly effective and relevant teaching methodology to make management education more attuned to real world business challenges, particularly in fast-growth and emerging economies such as India. Both IVEY and MDI can leverage this opportunity by building on the complementary strengths of their respective institutions through multiple points of collaboration. "*

MDI Director Dr. Mukul Gupta, *said*, "This partnership will provide tremendous opportunities for cross-collaboration between the two schools. Ivey is the world's largest producer of Asian case studies and second largest producer of case studies globally. India needs to create more centres of excellence for providing high-quality case development and training programs which will transform the educational environment. Together with Ivey, MDI Gurgaon is dedicated to providing ground breaking research and teaching."

The objectives of the collaboration are:

1. to leverage IVEY's rich knowledge base and accumulated intellectual capital in business case study research to further the use of case studies as a pedagogical approach at MDI; and
2. to support MDI's emphasis on case based teaching and writing to enhance its reputation as a leader in management education in India

Key components of the partnership include:

- Train high-potential faculty and case writers in the case writing and case teaching process
- Develop a case writing and case teaching culture in Indian management schools
- Expand each institution's research network

### **About Richard Ivey School of Business**

The Richard Ivey School of Business (<http://www.ivey.uwo.ca/>) at The University of Western Ontario is Canada's leading provider of relevant, innovative and comprehensive business education. Ivey faculty provides the best classroom experience, equipping graduates with the skills and capabilities they need to tackle the leadership challenges in today's complex business world. The case study method has been the keystone of the school's approach to learning. Ivey offers world-renowned undergraduate and graduate degree programs as well as Executive Development at campuses in London (Ontario), Toronto and Hong Kong.

### **About Management Development Institute Gurgaon**

One of India's top B-Schools, Management Development Institute (MDI), Gurgaon is known for academic excellence, high quality research, high-end executive education and internationalization. It has the distinction of being the first internationally accredited Indian B-School by Association of MBA (AMBA) and by South Asian Quality Standards (SAQS). For more information visit [www.mdi.ac.in](http://www.mdi.ac.in)