



Ivey Business School signs MoU with Shri Ram College of Commerce
Collaboration to foster case-based teaching in India

New Delhi, India, April 29, 2014 - Ivey Business School, Canada has signed a three-year Memorandum of Understanding with Shri Ram College of Commerce, New Delhi to explore collaboration on multiple fronts which include degree programs, aiding in international admissions, faculty development & exchange and India based case study development. The collaboration would also see both institutions propagating case study use as an effective classroom technique at the undergraduate level programs.

The MoU was signed by Professor Eric A. Morse, Associate Dean, Programs, Ivey Business School and Dr. PC Jain, Principal, Shri Ram College of Commerce at the SRCC Campus in New Delhi.

Commenting on the partnership, Eric Morse, Associate Dean-Programs, Ivey Business School, said, "The case based teaching methodology is a practical answer to some of education's most basic challenges. Ivey, as the largest producer and distributor of business case studies in Asia, has always stressed on the importance of learning through real-life examples. Our collaborative partnerships with leading educational institutions in India are a testament to our efforts in this area. We are delighted to partner with Shri Ram College of Commerce and continue our efforts of propagating case based learning. SRCC holds an impressive position as the leading institution dedicated to Commerce and Economics education and pooling resources with SRCC will definitely lead to remarkable outcomes."

"To achieve SRCC's vision of being a college of global choice, we are entering into collaborations with well-known business schools of the globe to give exposure to our faculty & students in global business practices. To achieve this objective we are delighted to enter into a long term academic partnership with Ivey Business School," said Dr. PC Jain, Principal, Shri Ram College of Commerce.

Leading the first activity under this collaboration, Professor David Sharp, Associate Professor of Managerial Accounting and Control at Ivey Business School, conducted a session on April 28th evening "Implementing participative learning at the undergraduate level". The Ivey SRCC interactive workshop saw participation from 42 senior faculty members and deans across SRCC, IP University, Deen Dayal Upadhyay College, Vivekananda College, among other leading top commerce and management undergraduate colleges in Delhi. The session brought to the forefront few underlying questions pertaining to case method pedagogy implementation in the Indian undergraduate education system throwing light on its benefits and challenges.

Learning by the case pedagogy, students work with relevant, involving and challenging business cases - cases that are tailored to their learning objectives and provide a forum for stimulating discussion. The case method is fast becoming the gold standard for education across the world; cases prepare students to deal effectively with real business issues that managers face today.

Since Ivey's inception in 1922, the case study method has been the cornerstone of the school's approach to learning. The Ivey Learning Experience uses cases to analyze a range of business issues working professionals face every day-actual real-world problems and scenarios. In the last six years, Ivey has built the largest collection of India based business cases in the world. For almost a decade, it has been the world's largest publisher of Asian cases, with Harvard in second place. Globally, Ivey is the second largest producer and distributor of business case studies.

About the Ivey Business School, Western University

The Ivey Business School (www.ivey.ca) at Western University is Canada's leading provider of relevant, innovative and comprehensive business education. Drawing on extensive research and business experience, Ivey faculty provide the best classroom experience, equipping graduates with the skills and capabilities they need to tackle the leadership challenges in today's complex business world. Ivey offers world-renowned undergraduate and graduate degree programs as well as Executive Development at campuses in London (Ontario), Toronto and Hong Kong.

About Shri Ram College of Commerce

SRCC (www.srcc.edu) has developed itself over the years and retains its prestigious position as the foremost of institutions dedicated to Commerce and Economics education in the country. Its Alumni occupy distinguished positions in almost all spheres of society, government, bureaucracy, banking, finance, academics, business, journalism and media. It has been a long journey through the seventy-five years and yet the journey has perhaps just begun. The College has on its faculty highly qualified academicians and attracts the very best of students from all over the country and abroad.

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