



Indian Institute of Banking & Finance
Guidelines for preparing Case Studies and Teaching Notes
“IIBF’s Case Study Writing Competition-2019”

Preparation of Case Study along with Teaching Note:

A case study is an important pedagogical tool for enhancing learning and comprehension of complex and multi-fold situations. This case study competition is an initiative of IIBF to encourage bankers/finance professionals to share their knowledge and experience through developing cases, accompanied by Teaching Notes.

Eligibility:

- Bankers (including former bankers),
- Faculty working in Staff Training Establishments of Banks/ Financial Institutions/ NIBM/ IDRBT/ CAB/ BIRD/SIDBI/NABARD

Themes for preparing Cases – Case should be developed on a theme related to Indian Banking. The list of suggestive themes is mentioned below. The themes have been categorised on the basis of specialization into **Scheme I and Scheme II**. A participant is also free to develop a case in any other area related to Indian Banking under Scheme II (General Areas).

Scheme I (Specialized Areas)	Scheme II (General Areas)
1. Credit Management	1. AML/KYC
2. International Banking & Foreign Exchange Operations	2. Information Security
3. Risk Management	3. MSME
4. Treasury Management	4. Customer Service
5. Accounting & Auditing	5. Cyber Crimes
	6. Digital Banking
	7. Ethics and Corporate Governance
	8. Financial Inclusion

	9. Human Resources Management 10. Retail Banking 11. Rural Banking 12. Wealth Management
--	---

Guidelines - Only original case studies will be accepted. On other words, cases should not have been published/tested/presented at any other fora. Cases involving matters which are sub-judice will not be considered. All cases, which should be accompanied by a teaching note, should be based on a real situation, with a clear decision-making scenario, and prepared in accordance with case study writing guidelines provided below.

Academic (research) cases will not be accepted for evaluation by the Case Review Committee. The following are the guidelines for:

1. Preparing a case study
2. Preparing the teaching note accompanying the case.

Preparing a case study

A case study should narrate, in a logical and chronological sequence, a situation which exists/had existed/can possibly arise in an organisation/country. The case study, when used as a pedagogical tool, should enable the candidates to understand the situation, examine different ways of analysing the given situation and arrive at optimum solutions.

Step by Step process

1. Finalise a topic for developing a case. As far as possible, the topic should be chosen from the given lists under the Scheme I or Scheme II . However, the author is free to choose any other relevant topic pertaining to the field of Banking & Finance, under Scheme II.
2. While finalising a topic, the learning outcome should be clearly stated upfront.
3. The case should be written carefully bringing out only the essence required. If everything concerning the case is indicated upfront, there may be no learning outcomes.
4. The case should have an introductory paragraph followed by an explanation of the facts involved in the case.
5. The case should be prepared based on secondary data and/or personal experience. While sourcing information / data to build a case, care should be taken to source it from authentic websites, and

- a. Proper referencing should be made.
 - b. There should be no copyright infringement issues.
6. As the case will be based on the participants' expertise and secondary data, it will have to be ensured that enough secondary data are available on the topic chosen.
 7. The case may also have an annexure, if required. All annexures should be numbered.
 8. All tables & charts should be numbered.
 9. Each case may have around 4-5 questions flowing from out of the case. These questions will be the ones on which, the class will deliberate upon and arrive at optimum solutions.

Preparing a Teaching Note

1. Each case should be accompanied by a Teaching Note (TN)
2. The TN should clearly answer the questions raised in the case.
3. Each answer should draw upon the facts as presented in the case, and, if possible, give different ways of arriving at a solution and then indicate the optimum solution under the given circumstances.
4. The answer to each question should be written carefully giving different alternatives; wherever possible and then finally arrive at the best possible fit to the question concerned. Hence, the TN should be more detailed than the case itself.
5. It is possible that additional secondary data is drawn upon to explain more clearly the aspects involved in the case. Hence, like in a case, proper referencing will have to be made and it should be ensured that there are no copyright issues.
6. All tables & charts should be numbered.

For both the case and the teaching note, the font should be Times New Roman, font size 12 with single line spacing. The case can be around a maximum of 6 - 8 pages. The total word count may be around 3000 to 4000 words (including Teaching Note).

The author of the case shall be required to furnish certificate of originality as per the prescribed format.

Evaluation : All the cases accompanied by Teaching Notes received by IIBF will be evaluated by the Case Review Committee. The cases accompanied by Teaching Notes will be evaluated based on Core Concept, Presentation, utility of the case and how engaging will it be if

administered in a classroom. The decision of the Case Review Committee will be final and binding.

Prizes - Three best cases will be selected by the Case Review Committee from each Scheme and will be awarded prizes as under:

Scheme I	Scheme II
I Prize – Rs. 50,000/-	I Prize – Rs. 30,000/-
II Prize –Rs. 40,000/-	II Prize – Rs. 20,000/-
III Prize-Rs. 30,000/-	III Prize – Rs.10,000

Note: If a case has multiple authors, the awarded amount will be divided evenly among the authors.

Submission - All entries must be submitted electronically to **kratika@iibf.org.in** no later than 29th June 2019, along with the following:

- The original case
- Teaching Note and supporting documentation(s)
- Completed Entry Form
- Certificate of Originality

Cases not shortlisted will be released back to the authors.

ENTRY FORM

The participant should mention the following details on the front page:

Title of the Case Study	
Area of the Case Study	
Case Study entered in Scheme (I/II)	
Name of the Author	
Designation (Present/Former)	
Employer (Present/Former)	
Phone No/ Mobile No.	
Email Address	
Correspondence Address	
Qualification/s	
Any other information	

CERTIFICATE OF ORIGINALITY

This is to certify, that the Case Study and the Teaching Note submitted by me are an outcome of my independent and original work. I have duly acknowledged all the sources from which the ideas and extracts have been taken. The project is free from any plagiarism and has not been submitted elsewhere for publication.

Name of Author (s):

Signature

Designation:

Affiliated Institution/Bank:

Title of the Case:

E-mail:

Contact No.:

Date:

Place: