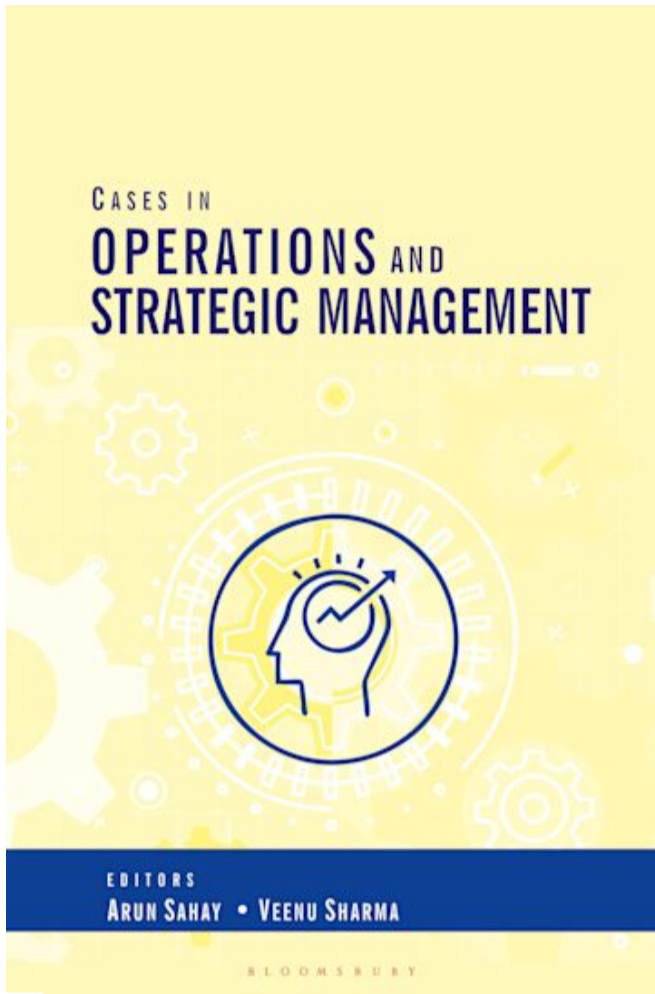


Cases in Operations and Strategic Management

Arun Sahay (Author), Veenu Sharma (Author)



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Description

The method of teaching through cases was prevalent in vedic period; the most famous being Panchtantra through which Vishnu Sharma, the Guru, had taught the dullard princes who, through his teaching through cases, had become experts in statecraft, politics and diplomacy. If we consider the present system of education, Frederic Le Play is generally believed to be the first to introduce the case-study method into social science in 1829. It was introduced as a handmaiden to statistics in his studies of family budgets. In recent times, the Law Schools led the way for case writing and teaching. In Harvard Law School, teaching through cases began in 1870. Thus, for the first time, a long history of lecture and drill was reversed. The faculty concerned had assembled a representative set of court decisions to create the first legal casebook. Almost 50 years later, the Business School adopted cases for teaching. The second dean of Harvard Business School,

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who was a Law School graduate, championed this. Harvard Medical School followed the pursuit in 1985. Thus, Harvard faculty became pioneers for the case method. They spread this educational innovation around the world. In India, IIM, Ahmedabad, which was established in collaboration with Harvard Business School, was the flag bearer of teaching through cases and eventually case writing. Over a period, the faculty world over has understood it well that many students are more inductive than deductive reasoners. They, therefore, learn better from examples than from logical development starting with basic principles. The use of case studies has, thus, become very effective classroom teaching technique.

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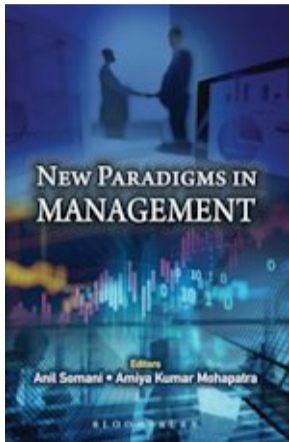
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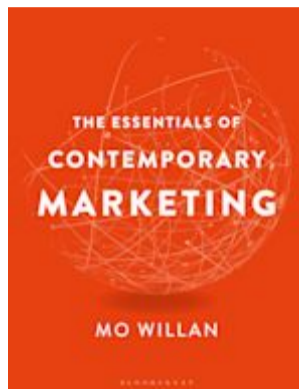
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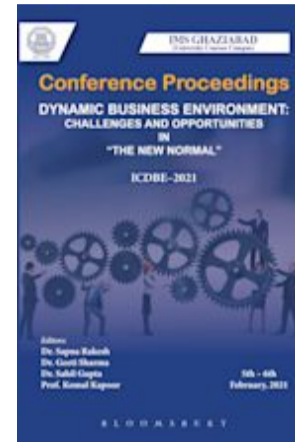


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