

MICA innovation to help Harvard biz school sharpen teaching tools

Institute Is Developing World's First Photonovel Based On A Case Study

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Ahmedabad: Leaving aside thick textbooks, students of the world's top-ranking management institute, Harvard Business School (HBS) in the US, will soon be musing on the pages of a photonovel as a part of their classroom activities. What's more, the first-of-its-kind photonovel for the students at Harvard is being developed by Mudra Institute of Communication, Ahmedabad (Mica). As a part of its experiments on innovative teaching methods to grab students' attention, Harvard Business School will be converting one of its case studies into a photonovel. A case study developed by HBS marketing professors Das Narayandas and co-author Kerry Herman, based on Eureka Forbes, will be narrated in the form of a photonovel. The project will be handled by a Mica faculty member Kalol Das who specializes in marketing research and participatory communication. Kalol Das said, "It will be the first photonovel in the world based on a case study. The script of the photonovel is ready and is going through a process of approval from the professors at Harvard and officials at Eureka Forbes. The shooting will begin after the approval. It will take several months for the completion of the project as it requires approval of various stake holders at all stages."

Talking about the purpose of the photonovel, the Mica faculty member said, "With the changing trends and lifestyles, the interest of the today's youth is short lived. The dull black and white text heavy case studies fail to grab their attention. So it is important to adopt innovative methods to teach them. The photonovel case study is aimed at giving a better classroom experience to the students and help them relate better to the case at hand. The images will also lead to better memory retention." When Harvard Business School was started, its faculty members realized that there were no textbooks suitable to a graduate program in business. That was when they decided to use case studies which are detailed accounts of innovative methods and practices that managers follow. The case study method of teaching at the Indian Institute of Management Ahmedabad (IIM-A) is based on that of HBS. In 1963, a group of four Indian professors was sent to the US institution to learn the case study ideology followed at Harvard.

