



Indian Institute of Banking & Finance
Guidelines for preparing Case Studies and Teaching Notes

IIBF's Case Study Writing Competition - 2024

The 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.

A. ELIGIBILITY

- ❖ Bankers (including former bankers)
- ❖ Faculty working in Staff Training Establishments of Banks / Financial Institutions / NIBM / IDBRT / CAB / BIRD / SIDBI / NABARD etc.

B. 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 to Scheme V. A participant is also free to develop a case in any other area related to Indian Banking under Scheme V other general matters.

Scheme I	Scheme II	Scheme III	Scheme IV	Scheme V
Credit Management	International Banking & Foreign Exchange Operations	Human Resource Management	Information security	Customer Service
MSME	Treasury Management	Financial Inclusion	Cyber crimes	AML/KYC
Retail banking	Risk Management	Rural banking	Digital banking	Ethics and Corporate governance
Recovery		Accounting & Auditing	Wealth Management	Other general matters
		Compliance	Para Banking	

C. GUIDELINES

Only original case studies will be accepted. In other words, cases should not have been published / presented in any other for a Cases involving matters which are sub-judice will not be considered. All cases, should be accompanied by a teaching note and should be based on the real situation, with a clear decision – making scenario case study should be 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:

- I. Preparing a case study.
- II. Preparing the teaching note accompanying the case.

D. PREPARING A CASE STUDY

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

E. STEP BY STEP PROCESS

1. Finalise a topic for developing a case. As far as possible, the topic should be chosen from given lists under the Scheme I to Scheme V. However, the author is free to choose any other relevant topic pertaining to the field of Banking & Finance, under category of general under scheme V.
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) Reproduction of material as it is from internet and other sources should be avoided.
 - c) 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 is 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 out of the case. These questions will be the ones on which, the class will deliberate upon and arrive at optimum solutions.

F. 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 recognise 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.

G. PRIZES

Overall three best case Studies will be awarded cash prizes as under:

First Prize: Rs. 1,00,000/-	Second Prize: Rs. 75,000/-	Third Prize: Rs. 50,000/-
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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 casestudies2024@iibf.org.in not later than 31/08/2024, along with the following:

- The original case
- Teaching Note and supporting document/s
- Completed Entry Form
- Certificate of Originality

RIGHTS : The publication rights and intellectual projects rights of all case studies submitted will be with the Indian Institute of Banking & Finance, Mumbai.

H. 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 the scheme (I – V)	
Name of the Author	
Designation (present/former)	
Employer (present / former)	
Phone / mobile number /	
Email address	
Qualification's	
Any other information	

I. CERTIFICATE OF ORIGINALITY

This is to certify, that the Case Study and the Teaching Note submitted by me are 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.

Signature	:
Name of Author(s)	:
Designation	:
Affiliated Institution Bank	:
Title of the Case	:
E-mail	:
Contact No.	:
Date	:
Place	:

J. DECLARATION & COPYRIGHT TRANSFER FORM

To be signed by all authors,

I/We, the undersigned author(s) of the case study titled _____

Here by declare that :

- a) *The above Case Study and Teaching Notes which are submitted to Indian Institute of Banking and Finance (IIBF), Mumbai, are not under consideration elsewhere.*
- b) *The Case Study and Teaching Notes have not been published already in part or whole in any journal or magazine for private or public circulation.*
- c) *I/we give consent for publication in any media (print, electronic, or any other), and assign copyright to IIBF in the event of its publication.*
- d) *The Case Study & Teaching Notes may be used by IIFB for educational purposes after suitable modifications if required in the manner desired by IIBf without mentioning the name(s) of author(s).*
- e) *I/We affirm that the case does not violate the intellectual rights of any third party. I/we agree to indemnify and hold IIBF harmless in respect of any claim on account of violation of intellectual property rights.*
- f) *I/We do not have any conflict of interest (financial or other)*
- g) *I/We have read the final version of the Case Study and Teaching Notes and are responsible for the contents.*
- h) *The work described in the Case Study & Teaching Notes are my/own.*
- i) *No one who has contributed significantly to the work, has been denied authorship and those who helped have been duly acknowledged.*
- j) *If the authorship is contested at any stage, the responsibility of proving the authorship will vest with author(s) and IIBF will stand indemnified in all respects.*
- k) *All authors are required to sign this form.*

Signatures :
Date :
Place :