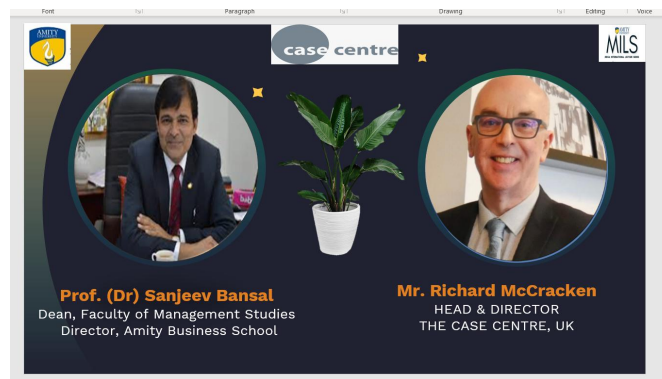


## International Mega Lecture

The distinguished lecture was conducted on 29<sup>th</sup> October 2021 from 4.15- 5 pm IST. **Prof. Richard McCracken** (Head and Director of the Case Centre, United Kingdom) was welcomed by **Prof. (Dr.) Sanjeev Bansal** (Dean Faculty of Management Studies and Director and Head of Amity Business School and honored with a sapling.



A curtain raiser for the lecture series showcasing all the speaker was run



**Prof. Richard McCracken** presented on “**Case method in the round: from writing to the classroom and beyond**” He talked about student experiences in the school, progress from research to writing and how it is important to explore new things.

He explained the case study method both in respect to students and teachers. The teaching in the classroom can be enriched with the case study and subsequent discussions which will widen the impact and also help develop business relationships.

He also detailed the teaching note which plays a very important role in conduction of case study classes.

In further discussions, he discussed the objectives of case studies and trending topics of study. When discussing the Case Centre awards and competitions 2021, he revealed that 93 percent of them had a teaching note, 20 percent had a translation, and 31 percent females were in the gender protagonists, which he emphasized the most.

He concluded the session by focusing on the significance of case studies and providing insights. Overall, it was a very informative and knowledgeable session.

