

Innovation in Teaching and Learning Case Study Writing and Teaching

Subject: Digital Marketing

Introduction - A 5-day Faculty Development Workshop, held from June 20th to 24th, 2023, centered on the refinement of case writing and teaching skills. Through the sharing of authentic real-life scenarios by case narrators, participants gained invaluable insights into crafting engaging cases. Subsequently, a collaborative effort led by faculty members from diverse educational backgrounds - By Dr. Manmeet Barve, Dr. Bernadette D'Silva and Ms. Niyati Lodha - resulted in the creation of a case study focusing on business ecosystem, collaborative marketing, and competitive advantage matrix. This case, deemed pertinent for management students, was discussed at MET IOM for MMS students. Upholding our belief in the reproducibility of faculty innovations, we advocate for their availability for peer review and critique. This transparent process not only ensures the credibility and reliability of scholarly work through independent verification but also fosters collaboration, refinement, and the dissemination of knowledge within the academic community.

Case Study: Innoserv Solution Pvt. Ltd.: Creating Ecosystem for Expanding a Digital Marketing Business - By Dr. Manmeet Barve, Dr. Bernadette D'Silva and Ms. Niyati Lodha.

Goals: The primary aim was to seamlessly integrate the case study into the current curriculum, ensuring alignment with curriculum material and learning outcomes.

Method:

The case study focused on the ecosystem building within the context of expanding a digital marketing business. After analyzing the case study, it allowed students to experience strategic decision-making by evaluating different options and considering their potential impact on the business. Students were able to explore strategic choices related to market expansion, service offerings, and competitive positioning.

Result:

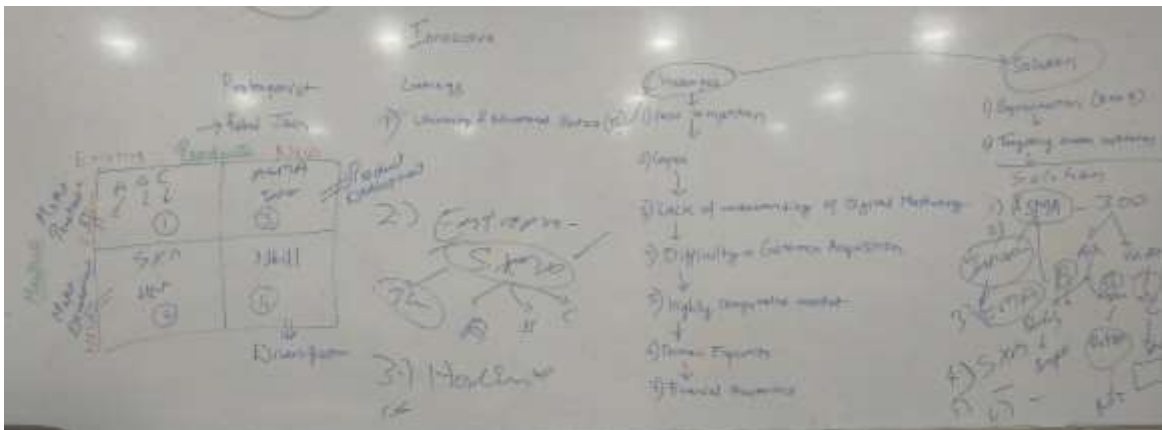
Feedback from the Faculty:

- The case was easily comprehensible to students due to its straightforward language, enabling them to establish a strong connection with its content.
- Employing the Ansoff matrix, students adeptly addressed the challenges outlined in the case, offering constructive solutions.
- They successfully proposed strategic diversification strategies for the company's expansion.

- The faculty observed that students comprehended the concepts of market penetration, market development, and diversified strategies during the case discussion
- Moreover, the case effectively facilitated the understanding of concepts such as business ecosystems, collaborative marketing, and competitive advantage matrices.

Feedback from the Student:

- The students found the case study to be straightforward and easily comprehensible.
- The language used was clear and accessible, facilitating their understanding of concepts such as market penetration, market development, and diversified strategies.
- They also grasped the notions of forward and backward integration, as well as generic strategies.



For any more information, critique or review please contact: sanak_iom@met.edu