ICFAI Business School (IBS), Hyderabad has an in-house Case Research Center that develops case studies on contemporary topics. These case studies based on Indian and international organizations are used extensively in the programs at IBS Hyderabad. IBS case studies have won recognition at various international case writing competitions. More than 300 case studies from the Case Research Center have featured in international textbooks like Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, 21st Edition (McGraw-Hill Education), Strategy: An International Perspective (Cengage Learning, USA), International Management: Managing Across Borders and Cultures, Text and Cases, 9th Edition (Pearson, USA), Exploring Corporate Strategy (Financial Times/Prentice-Hall), Strategic Management (Thomson Learning), Strategic Management: A Casebook (Ivey Publishing), International Business (McGraw-Hill Irwin), Strategic Management Competitiveness and Globalization: Concepts and Cases (Thomson Southwestern), Strategy: An International Perspective (Cengage Learning - Europe, Middle East & Africa [EMEA]).

In addition, IBS Hyderabad has a licensing arrangement with Harvard Business School Publishing to use HBS cases.

**Users of IBS Case Studies**

Cases developed by IBS Case Research Center are used by 890 institutions in 90 countries.

The following is a partial list of regular users of case studies developed by IBS faculty:

**ORGANIZATIONS**

- Ernst & Young Advisory Ltd, Hungary
- McKinsey & Company, USA
- Boston Consulting Group, USA
- KPMG Slovenko spol s r.o., Slovakia (Slovak Republic)
- Booz & Company, Japan
- Hewlett Packard, USA
- Johnson & Johnson, USA
- M&G Saatchi, United Kingdom
- Bain & Company Korea, Inc.
- Booz & Company, Russia
- Porsche Group (Coopers, South Korea
- Deloitte & Touche, France
- Goldman Sachs, USA
- HayGroup, USA
- Bain & Company Germany, Inc., Germany
- Novo Nordisk A/S, Denmark
- Bain & Company, Inc, United Kingdom
- Quartz + Co, Sweden
- Tata Management Training Center, India
- SCBermstein LLC, USA
- CIMA Chartered Institute of Management Accountants, United Kingdom
- The Chartered Institute of Marketing, United Kingdom
- F. Hofmann-La Roche AG, Switzerland
- The Customer Framework, United Kingdom
- Swiss Finance Institute, Switzerland
- FUNITEC - La Salle, Spain
- Oxford Strategic Marketing, UK
- XenQuad Publishing Services, USA
- Monday Morning AD, Italy
- International Air Transport Association, Switzerland
- MCI Management Center Innsbruck, Austria
- Corporate Transformations Ltd, Kenya
- Serta International, USA
- British Telecom, United Kingdom
- Coca-Cola, USA
- Eli Lilly, USA
- Alttech, USA
- Deutsche Bank AG, Germany
- Procter & Gamble, USA
- Caterpillar S.A.R.L, Switzerland
- Samsung Economic Research Institute, Korea Republic
- Siemens AG, Germany
- Cadbury Schweppes, United Kingdom
- Warner Home Video, USA
- Churchill Insurance, United Kingdom

**UNIVERSITIES/BUSINESS SCHOOLS**

- HEC Montreal, Canada
- Oxford Said Business School Limited, United Kingdom
- Cambridge Judge Business School, United Kingdom
- Amsterdam Business School, Netherlands
- London Business School (LBS), United Kingdom
- London School of Economics & Political Science (LSE), United Kingdom
- Helsinki School of Economics, Ireland
- Yale University, USA
- HEC Paris, France
- SDA Bocconi School of Management, Italy
- HEC Geneva, Switzerland
- Manchester Business School (MBS), United Kingdom
- Massachusetts Institute of Technology (MIT), USA
- Melbourne Business School, Australia
- Michigan State University, USA
- Middlesex University, United Kingdom
- China Europe International Business School (CEIBS), China
- New York University (NYU), USA
- Concordia University, Canada
- Copenhagen Business School, Denmark
- University of Oxford, United Kingdom
- Thunderbird School of Global Management, USA
- Cranfield University, United Kingdom
- Hong Kong University of Science and Technology (HKUST), Hong Kong
- IIM Ahmedabad, India
- Berlin School of Creative Leadership, Germany
- Berlin School of Economics and Law, Germany
- Bern University of Applied Sciences, Business & Administration (BFH), Switzerland
- Cardiff Business School, United Kingdom
- Cardiff University, United Kingdom
- Ernst & Young Academy of Business, Poland
- ESIC Business & Marketing School, Spain
- Frankfurt School of Finance & Management, Germany
- IESE Business School, Switzerland
- Loyola Marymount University, USA

**Call toll-free 1800 425 556677**

Vouchers available at:
All IBS Information Offices across India.

Apply online: www.ibsindia.org