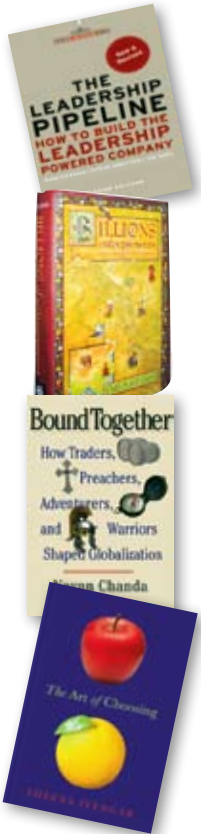


♦ PRESCRIPTIONS ♦

Bookish has a new meaning

The early B-schools in India are trying to drum up alumni involvement by starting awards for Best Professor. IIM-C is doing so as part of its golden jubilee celebrations. In the US, where research counts a lot, writing books brings laurels. It also leads to lucrative lecture tours. Here are some of the successful Indian dons turned authors:



The Leadership Pipeline: How to Build the Leadership Powered Company

♦ Ram Charan

Winning in Emerging Markets: A Road Map for Strategy and Execution ♦ Tarun Khanna and Krishna G. Palepu

Rethinking the MBA: Business Education at a Crossroads ♦ Srikant Datar, David Garvin, and Patrick Cullen

World 3.0: Global Prosperity and how to achieve it ♦ Pankaj Ghemawat

The India Way: How India's Top Business Leaders are Revolutionizing Management ♦ Peter Cappelli, Harbir Singh, Jitendra Singh and Michael Useem

Light the Fire in Your Heart ♦ Debashis Chatterjee

Chindia Rising; How China and India will Benefit your Business ♦ Jagdish N. Sheth

Marketing Management ♦ Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha

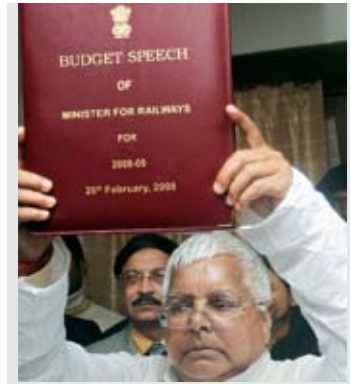
Consumer Behaviour ♦ S. Ramesh Kumar

Billions of Entrepreneurs: How China and India Are Reshaping Their Futures – and Yours ♦ Tarun Khanna

Bound Together: How Traders, Preachers, Adventurers, and Warriors Shaped Globalization ♦ Nayan Chanda

Entrepedia ♦ Nandini Vaidyanathan

The Art of Choosing ♦ Sheena Iyengar



On a fast train to globalisation

When Lalu Prasad Yadav was Union railway minister, Harvard Business School did a case study on his experiments with truth. That created controversy. But it may well have given a push to the case study method. Indian Institute of Management, Ahmedabad is one of the few domestic B-schools that has made a name for itself in the case method of teaching. It's a business too. IIM-A currently has 3,411 cases on offer. Other institutes can avail of a unlimited number of cases for one year per campus at ₹3.5 lakh. At the other end, some cases are free and some could be as little as ₹50. The Centre for Teaching, Learning and Case Development at the Hyderabad-based Indian School of Business (ISB) has just announced the winners of its case study competition, which attracted more than 200 entries from 75 Indian B-schools. "The competition reflects the growing need for India-centric case studies in the global MBA market," says ISB. Meanwhile IIM, Bangalore has tied up with Harvard Business Publishing. Under this, the latter will distribute the cases developed by IIM-B. Others beside Lalu are helping train Western B-schools students. ♦

A tale of two bills

The Foreign Educational Institutions (regulation of entry and operation) Bill

- ♦ (The foreign applicants will give) an undertaking to maintain a corpus fund of not less than ₹50 crore.
- ♦ No part of the surplus in revenue generated in India shall be invested for any purpose other than for the growth

and development of the educational institutions established in India.

- ♦ Every foreign education provider shall publish each component of the fee, deposits and other charges payable by students.

THE EARLY MOVERS:

...to set up campuses

- Imperial ♦ Duke
- ♦ Georgia Tech
- ♦ Schulich

...planning alliances

- Harvard ♦ Yale
- ♦ Stanford ♦ Carnegie Mellon ♦ Purdue



The other bill

According to Assocham, Indians spend \$13 billion annually on foreign education.