

Keeping it Real

Ever since it was rolled out, first in Europe for executives on short term study and now being applied to classes inside China, CEIBS Real Situation Learning Method (RSLM) has been a huge hit! The students love it because it makes learning a lot more relevant to real life, the faculty love it because it keeps their material fresh, and the companies that are the basis of the cases discussed are big fans as it presents them with an opportunity to have fresh eyes assess their operations and offer solutions to real life challenges they may be facing.

In this **Cover Story** we take a look at how the RSLM began, how the initiative has been embraced and continues to grow, and we also provide two of the cases used during this highly interactive learning experience. Read on for:

- Real Situation Learning Method: Case teaching gets an upgrade
- Drifting Deeper, Exploring Wider: CEIBS MBA Programme Director Prof Juan Fernandez on the Real Situation Learning Method
- Transforming Zotter's Chocolate Theatre into a Classroom
- Victorinox: Built to Last.



Case studies come alive with RSLM. Celebration after a few laps around the track.