

IIM Ranchi's Cinematic Twist: 'Film & the Firm' Bridges Management and Movies

IIM Ranchi is pioneering an innovative & creative approach to management education in India by integrating cinema as a powerful pedagogical tool. This unique course uses films as case studies to explore complex themes, including leadership, social diversity, ethics, strategy, Innovation, risk, and entrepreneurship, as well as globalisation and cross-cultural management, and organisational change. Through carefully selected global and Indian films, students engage in immersive learning experiences that bridge theory and practice, fostering a deeper understanding of the subject matter. Each session combines film screenings with interactive discussions, enabling students to critically analyse real-world dilemmas in a creative and engaging manner. At the press conference organised in connection with the course, Prof. Tanusree Dutta, Dean Academics, Prof. Vikash Pathe and Prof. George Joseph from the Department of Liberal Arts, Prof. Manish Kumar and Prof. Gaurav Manohar Marathe from the OBHR Department, and Prof. Ambuj Anand from the Department of Information Systems and Business Analytics shared their perspectives. Prof. Vikash Pathe stated that the course has been introduced as an elective for second-year MBA students, marking a first-of-its-kind initiative within the IIM system. The 30-hour course has received enthusiastic participation from second-year MBA students, with more than 150 students currently enrolled. He further explained that the core objective of the course is "Entertainment to Education," where bilingual films are used as a visual learning tool to enhance engagement and make the learning process more effective and immersive.



Prof. Manish Kumar highlighted that the course has been specifically designed keeping the Gen Z generation in mind, for whom sustained engagement with traditional textbook-based learning can be challenging. He emphasised that adopting interest-driven teaching methodologies is essential, and in this context, teaching through films and visual arts has proven to be a highly effective approach. In this context, the Director of IIM Ranchi, Prof. Deepak Kumar Srivastava, has given us the freedom to explore teaching practices from new and innovative perspectives.

Prof. Ambuj Anand added that through films, their characters, and contextual settings, students are able to better understand concepts such as leadership skills, supply chain management, negotiation, situational handling, value systems, decision-making abilities, and capability assessment in a practical and intuitive manner. He also noted that the course has received positive feedback from students. The course encompasses a broad range of topics and films. Leadership & Authority is examined through classics like 12 Angry Men and Chak De! India, while diversity and inclusion are explored through Article 15 and

Sairat. Strategy & Competition comes alive through The Founder and Guru, and Globalisation & Cross-Cultural Management is illustrated with Lost in Translation and The Lunchbox. Other sessions delve into negotiation and conflict with Bridge of Spies and Lagaan, innovation and entrepreneurship through Joy and 3 Idiots, and ethics and responsibility with thought-provoking works like Anthropocene - The Human Epoch and Modern Times. Communication and media dynamics are analysed through films such as Madras Café and Page 3, while organisational culture and change are discussed using Moneyball and Rocket Singh: Salesman of the Year. This rich mix of narratives ensures that students experience management concepts in action, fostering critical thinking and cultural sensitivity.

By championing cinema as a teaching medium, IIM Ranchi is setting a benchmark in experiential learning, fostering critical thinking, ethical leadership, and cultural sensitivity among future managers. This initiative reflects the institute's commitment to innovative pedagogy and its vision to make management education more impactful, engaging, and transformative.

IIM Ranchi's 'Film & the Firm' uses cinema to teach management like never before

By Correspondent

Ranchi: IIM Ranchi is breaking new ground in management education with a first-of-its-kind elective, "Film & the Firm," which integrates cinema as a teaching tool to explore complex management themes. The course uses carefully selected Indian and international films as case studies, covering leadership, ethics, strategy, innovation, risk, entrepreneurship, globalisation, cross-cultural management, and organisational change. Each session combines screenings with interactive discussions,



allowing students to critically analyse real-world dilemmas through an engaging, immersive format.

At press conference, faculty including Prof. Tanusree Dutta (Dean Academics), Prof. Vikash Pathe, Prof. George Joseph, Prof. Manish Kumar, Prof.

Gaurav Manohar Marathe, and Prof. Ambuj Anand highlighted the course's innovative design. Prof. Pathe explained that the 30-hour elective, aimed at second-year MBA students, currently has over 150 enrollees. The core objective is "Entertainment to

Education," using bilingual films to make learning more effective and relatable. Prof. Manish Kumar noted that the course caters to Gen Z students, for whom traditional textbook learning can be challenging, while Prof. Ambuj Anand added that films help students

understand concepts such as leadership, negotiation, decision-making, supply chain management, and organisational culture in a practical and intuitive way.

The curriculum features a diverse mix of films: 12 Angry Men and Chak De! India for leadership, Article 15 and Sairat for diversity, The Founder and Guru for strategy, Lost in Translation and The Lunchbox for globalisation, and Moneyball and Rocket Singh: Salesman of the Year for organisational culture. Other films cover ethics, innovation, communication, negotiation.

Reporter Post



(From Left) Students participate in a dance competition at IIM Ranchi; Officials of IIM addresses the media in Ranchi on Thursday

cond-year MBA students that blends management education with cinema, using classic Indian and global films as

CAMPUS DIARIES

IIM Ranchi introduces film-based learning

Indian Institute of Management (IIM) Ranchi has introduced an elective course for se-

teaching tools to develop managerial thinking. Titled 'Film & the Firm', the course marks a first-of-its-kind initiative within the IIM system and has already drawn strong interest.