

WORKSHOP ON CASE ANALYSIS AND DEVELOPMENT

18.12.2020 to 23.12.2020



Associate Partners

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Sai Leo Nagar, West Tambaram, Chennai - 600 044

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ABOUT SIMS

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT THE PROGRAMME

Case study is a process or record of research in which detailed consideration is given to the development of a particular matter over a period of time. A particular instance of something used or analyzed to illustrate a principle. A case study approach is used extensively because cases are a proven, effective method for enabling students to understand managerial concepts and frameworks. Case studies provide an appropriate level of information for students to understand a particular industry and its related business issues and to analyze these issues both quantitatively and qualitatively. Cases also establish an important foundation for class discussion. This work shop will cover various elements of case selection, preparation, teaching notes, delivery, and evaluation as they apply to the case class room.

LEARNING OBJECTIVES

- To learn effective case analysis process and methods.
- To understand the identification of case issues and solving techniques.
- To understand how to develop case study in different situations.
- To implement the class lecture and workshop for the betterment of teaching community.

EXPECTED OUTCOMES

- Knowing the methods of case analysis is in different functional areas.
- Case teaching enables to improve the faculty efficiency.
- Faculty can develop case and publishing in refereed journals.

FOR WHOM : Faculty of Management and Engineering disciplines.

REGISTRATION FEES: INR: 3000/-

RESOURCE PERSONS

Dr. R. NANDAGOPAL

He Was the Director of PSG Institute of Management Director 2000 onwards. He joined PSG in 1994. He has over three decades of academic experience serving in various capacities at leading institutions. He has organized a number of Executive Development Programs for senior and middle level Managers and done consultancy work in the area of Financial Management and restructuring of organizations. He has M.Com and M.Phil from University of Madras, MBA from Madurai Kamaraj University and did Advanced Management Programme from Department of Management Science University of Leeds, United Kingdom. And now currently he is the Director of XIME, Chennai.



Dr. P. DAVID JAWAHAR

Over 25 years of experience in research, academics and academic administration. Proud recipient of the Dewang Mehta national award for the Best HR Teacher (2009). Have served in senior positions in prestigious institutions like NIT (Trichy), Bharathidasan Institute of Management, and University of Madras. Served as Registrar of University of Madras. Now currently he is the Dean of XIME, Chennai.



Prof. SHANTHI VENKATESH

She is a gold Medalist in Economics from the University of Madras. She has over 7 years of corporate experience as a marketing professional and over 15 years of experience in teaching students at the post-graduate level. Known for her organizational skills, she has organized several major events at LIBA. She has interest in areas such marketing analytics, digital marketing, destination branding & wellness tourism and impulse buying behaviour. And currently she is the Associate Dean – Academics & Professor – Marketing Management at LIBA.



Dr. SURESH NANDA KUMAR

He holds a PhD in Operations from the Pondicherry University. He holds an International Diploma in Supply Chain Management from the United Nations (International Trade Centre, Geneva). He is a Certified Professional in Supply Management (CPSM) from the prestigious Institute for Supply Management, Arizona, USA. He worked with the Confederation of Indian Industry at the CII Institute of Logistics as a senior faculty in their education department for nearly eight years. Before joining CII, he was a faculty at the Great Lakes Institute of Management, Chennai for Operations and Information Systems. Over 16 years of experience in training, teaching, research and delivery of knowledge, in the fields of computer science, IT and Management. And currently he is the Senior Assistant Professor at XIME, Chennai.





CONVENER

Dr. K. MARAN

Professor and Director

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