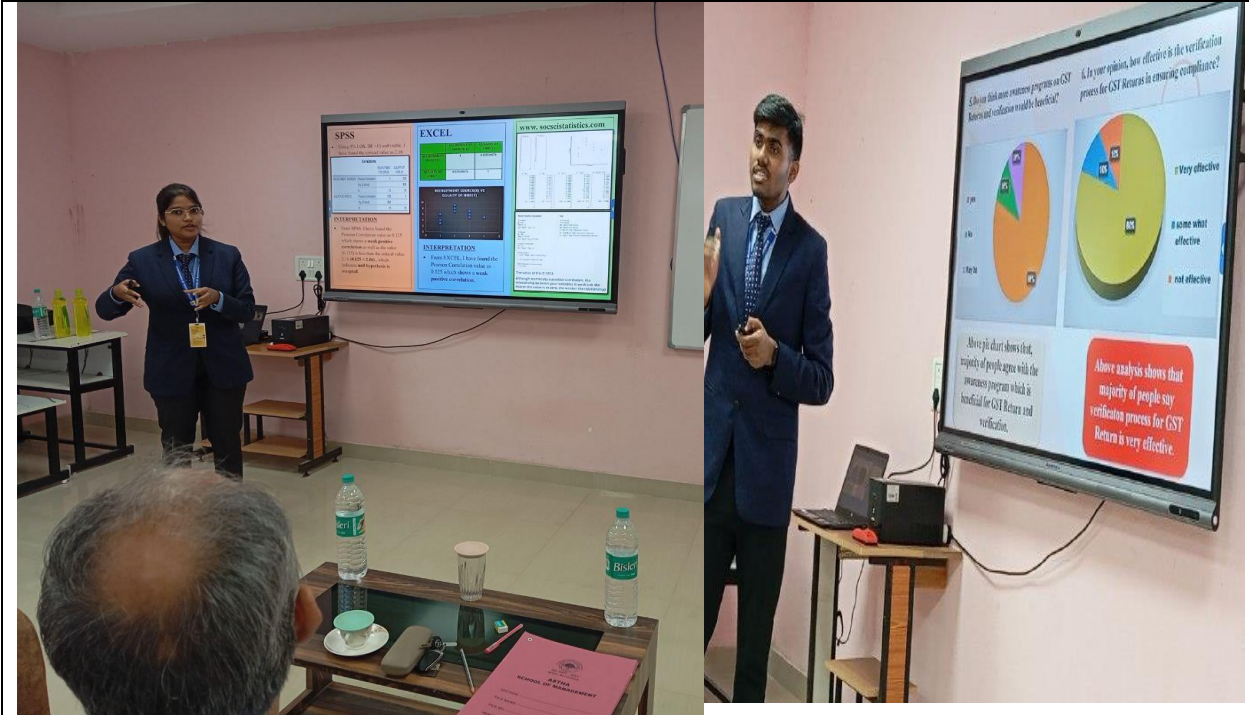


Summary Photo Report
Academic Year 2024-25
Student Centric Methods:

EXPERIENTIAL LEARNING



Internship- Experience Sharing



Out-Bound Training- Team Effectiveness

PARTICIPATIVE LEARNING: Enhancing Relevant Skills



Group Discussion

ROBLEM SOLVING METHODS



Out-bound Exercise- OB/ Behavioral Modification

ACADEMIC YEAR 2024-25
PROBLEM SOLVING METHODS: CASE STUDIES

Sl. No.	Subject Code	Subject/Course	Case Study Discussed
1	MBPC1001	Management Principles & Organizational Behaviour (MPOB)	<ol style="list-style-type: none"> 1. Fayol's 14 Principles of Management: Sun Hospital, Hyderabad (2022) 2. Coca Cola Case Study: An Analysis of Organizational Behavior (2023) 3. Employee Retention- A Post-Pandemic Challenge for HR – A Case Study on Private Limited Company (2022)
2	MBPC1002	Marketing Management	<ol style="list-style-type: none"> 1. Zomato's Pure Veg- Service Controversy 2. IKEA Builds Smaller Format Stores-Comes Closer to Customers
3	MBPC1003	Financial Accounting and Analysis	<ol style="list-style-type: none"> 1. Provisional Final Accounts of Triveni Engineering Limited 2. Financial Statements Examples – Amazon Case Study
4	MBEV1001	Managerial Economics	<ol style="list-style-type: none"> 1. Financial Distress, COVID-19 and Listed SMEs (Singh & Rastogi, 2022) 2. Nestle Income Accelerator- Farmers' Incentive
5	MBQT1001	Quantitative Techniques	<ol style="list-style-type: none"> 1. Airbnb: Market Faster 2. AstraZenica: AI generated disease Identification & Solution
6	MBEV1002	Business Communication	<ol style="list-style-type: none"> 1. Brand Management at Singapore Airlines 2. Project Parivartan: State Bank of India's Internal Communication Initiative
7	MBEV1003	Universal Human Values, Ethics and Environment	<ol style="list-style-type: none"> 1. Corporate Governance Crisis at Startups: The Zilingo Story 2. Google in China-The Reentry Dilemma
8	MBEV1004	Entrepreneurship & Legal environment	<ol style="list-style-type: none"> 1. Falguni Nayar & Nykaa – Building India's Top Beauty E- commerce Brand 2. The legal/ethical issues in the Google/Android/Mobile services case (anti-competitive practices) — ethics in competition law.
10	MBPC1004	Corporate Finance	<ol style="list-style-type: none"> 1. Stock Split: A Case of IRCTC 2. Tata Motors - Speed Breakers Galore
11	MBPC1005	Cost and Management Accounting	<ol style="list-style-type: none"> 1. Analysing Cost Sheet of Amul Ice-Cream 2. Lucent Technologies: Shared Financial Services Balanced Scorecard Implementation
12	MBPC1006	Human Resource Management	<ol style="list-style-type: none"> 1. Training and Development at Godrej 2. Netflix's No-Rules HR Policy

13	MBQT1002	Business Research	1. Coca-Cola's New Coke Failure – 2. Market Research Gone Wrong McDonald's Menu Customization – Consumer Research
14	MBPC1007	Operations Management	1. Toyota Production System (TPS) – Lean Manufacturing 2. Zara's Fast Fashion Supply Chain
15	MBPC1008	Business Analytics	1. Improving Productivity and Collaboration at Microsoft 2. Enhancing Customer Support at Uber
16	MBPC1009	Management Information System	1. SAP ERP Implementation at Nestlé – Overcoming Integration Challenges 2. Microsoft's IT Transformation – AI & ERP Integration
17	MBPC1010	Strategic Management	1. Apple's Corporate Strategy – Innovation & Ecosystem Integration 2. Facebook (Meta) – Pivot to the Metaverse
18	18MBA 209	Entrepreneurship Development	1. Falguni Nayar & Nykaa – Building India's Top Beauty E- commerce Brand 2. BYJU'S – EdTech Success Story in India


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