

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM (MASTERS IN APPLIED MANAGEMENT)
DUAL DEGREE PROGRAMME
Year – IV (Semester – VIII) (W.E.F. December 2015)

Subject Code: - 4180504

Subject Name: - Case Study Application

1. Course Objective:

- Understand the complexity of real life organization and management.
- Develop and refine students' capacities for integrating multiple points of view.
- To explore the practice of management across our cultural and geographic boundaries.
- Become independent and critical thinkers.

2. Case Study:-

Students are required to prepare a case of current situation / problem faced by company/Industry or Government Organization and makes a presentation. Which may followed following steps.

3. What is the Process for Conducting a Case Study?

1. Defining the issue(s)/problem.
2. Analyzing the case data
3. Generating alternatives
4. Selecting decision criteria
5. Analyzing and evaluating alternatives
6. Selecting the preferred alternative
7. Developing an action/implementation plan

4. Structure of the Case Analysis:

In this students have to prepare a case study report for a problem or a detailed situation Different Instructors will require different formats for case reports, but they should all have roughly the same general content. For this course, the report should have the following sections in this order: No of pages for the report: Not more than 10 to 20 pages

1. Title page
2. Student's Declaration (Annexure-I)
3. Executive summary
4. Problem (Issue)
5. Solutions (Action and Implementation Plan)
6. Lessons Learned
7. Conclusions

1. Title Page :

For e.g. Maggi trouble mount for Nestle: A case Study of Nestle India Pvt. Ltd
(Name of Student)
(Student Enrolment Number)

A Case submitted in partial fulfillment for the award of the Degree of
MASTER OF APPLIED MANAGEMENT

Submitted to:
Name of the Institute
Gujarat Technological University, Ahmedabad

2. Student's Declaration (Annexure-I)

FORMAT OF DECLARATION

I hereby declare that this case study Report titled
_____ submitted by me to the (name of college) is
a bonafide work undertaken by me and it is not submitted to any other University or Institution
for the award of any degree diploma / certificate or published any time before.

Date:
Place

Signature of the Student

CERTIFICATION

This is to certify that the Case Study title _____ submitted in partial fulfillment for the award of MAM Programme of Gujarat Technological University, was carried out by _____ under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the Guide

Signature of the Guide

Signature of the Director

5. Evaluation:

1	Practical Viva (External)	105 Marks
2	Practical Viva (Internal)	45 Marks

6. The marks of the presentation will be based on following Criteria:

1. Introduction and Justification
2. Methodology
 - a. How was the process carried out? (Describe the process of selecting the case and data collection sources, as well as how data was collected.)
 - b. What assumptions are there (if any)?
 - c. Are there any limitations?
- 3 The Problem
4. Solution (Action and Implementation Plan)
5. The Results.
6. Lessons Learned.
7. Conclusion.
8. Appendices.
9. Overall Presentation.

7. Reference Books & Essential Reading:

Name of the Book	Author	Publication	Edition
Case Studies in Management	Akhilesh Chandra Pandey	I K International Pvt. Ltd-New Delhi	Second Edition
Case Studies In Management (English)	<u>P K Jain</u> , <u>Prem Vrat</u> , <u>K K Ahuja</u>	Vikas Publishing House	First Edition
Case Studies in Management	J. A. Kulkarni, Asha Pachpande, Sandeep Pachpande	Pearson India	Latest Edition