



ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)

Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

Title: Case Study Methodology

Date: 07-12-2018

Resource person: Dr. Jitendra Gowrabhathini,
Associate Professor,
KL Business School, KL University.

Objective of workshop: The objective of this workshop is to make both students and Faculty realise the need for Case studies which are a popular research method in business area. Case studies aim to analyse specific issues within the boundaries of a specific environment, situation or organization

Beneficiaries: Faculty and Students

Outcome of the event: This session created a great awareness on the importance of case study. case study is a research methodology that has commonly used in social sciences. Case studies are based on an in-depth investigation of a single individual, group or event to explore the causes of underlying principles. A case study is a descriptive and exploratory analysis of a person, group or event. A case study is a research method common in social science. It is based on an in-depth investigation of a single individual, group, or event. Case studies may be descriptive or explanatory Business case studies are usually summaries of real-life business scenarios or fictitious accounts of a business situation or dilemma. Business case studies can illustrate business theory and show the application of such theory.

Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr.Jitendra Gowrabhathini)	8500/-
2.	T.A/D.A	900/-
3.	Venue related Expenditure (Banner printing, Bouquets)	313/-
4.	Snacks and Drinks (50X Rs.30/-)	1500/-
5.	Helpers and water supply Purpose (2X Rs. 100/-)	200/-
Total amount		11413/-



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Seminar on Case study methodology

By

Dr. Jitendra Gowrabhathini,
Associate Professor,
KL Business School, KL University,
On 07-12-2018



Coordinator:

Mr. G.B. Chandra Mouli
Associate Professor
Department : H&BS-I

Convenor:

T. Padma Praveen
Associate Professor & HOD
Department : H&BS-I

Gallery coverage of Case study methodology

