



## 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)	5000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing,Bouquets)	100
4.	Snacks and Drinks ( 60X R.s30/-)	1700
5.	Helpers and water supply Purpose (4X R.s 500/-)	210
<b>Total amount</b>		<b>8410</b>



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Aditya Nagar, ADB Road, Surampalem,

### Seminar on Case study methodology

By

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

**Venue:**  
Room no 318  
VB Bhavan  
(Third Floor)  
ACET

#### **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

