

# **SRI ADITYA ENGINEERING COLLEGE**

(Approved by AICTE & Affiliated to JNTUK, Kakinada)  
Aditya Nagar, ADB Road, Surampalem – 533437

## **Department of Management Studies**

**Title of the Workshop** : CASE STUDY METHODOLOGY

**Resource Persons** : Mrs RATNAJA GOGULA  
Assot Prof ICFAI, HYD

**Date(s) of Workshop** : 15-03-2015 to 16-03-2015

**Aim of Workshop** : Fundamentals of CASE Study  
Collection of Data  
Analysis of Data  
Facts Finding & Development of hypothesis

Methods are important to form any case for the find out the solution. In the business challenges are common and those who over com these challenges would achieve Industry goals. So Here case study deals how to analyze the problem and the analysis of SWOT. Before we as a concern person analyze threats and weakness of the problem. So that we will able to understand to apply a suitable mechanism to convert those threats and weakness in to strength for the organization benefit. Case study is a regular organizational process to make the industrial operations well. There are certain methods being used for case studies in the following procedure. Identify the problem, analyze the problem, development of the solutions, evaluate the solutions identify the certain and uncertain conditions and apply the best solutions with regular supervision.

## **Program Schedule:**

### **Date      15-03-2015**

10:00-10:20	Intro to Workshop
10:20-11:10	Importance of Case Studies
11:10-11:30	Tea break
11:30-12:20	Field Survey to collect Data
12:20-1:10	Procedure of Field Survey
1:10-2:00	Lunch
2:00-4:40	Practical Interaction

### **Date              16-03-2015**

9:30-10:30	Analysis of Data
10:20-11:10	Preparation of Report with Facts
11:10-11:30	Tea break
11:30-12:20	Video demonstration for Survey
12:20-1:00	Applications
1:00-2:00	Lunch
2:00-4:40	Hands-On and review

**No. of Participants**

**: 60**

**PROGRAM PHOTOS**



**Overall Assessment : Good**

**Event Coordinators :**

1. Dr. N.VISALAKSHI

Associate Professor, Dept. of MS

2. Mr. N.S.V.N.SARMA

Asst Professor, Dept. of MS

*N.Visalakshi*

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