



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dated - September 9th, 2010

EVENT	:	PERSONALITY DEVELOPMENT PROGRAMME
PROGRAMME	:	WORKSHOP
TOPIC	:	CASE STUDY METHODS
RESOURCE PERSON	:	Prof. S.R. Singhvi, Professor of Marketing at IMI, New Delhi
SCHEDULE	:	9:30 am to 1:30 pm
Date	:	September 9th, 2010
Day	:	Thursday
FACULTY INCHARGE	:	Mr Sachin Sabharwal
No of Students	:	67

OBJECTIVE:

Bridge the gap between the theory and actual practices. Provide practical exposure to students about how to analyse and prepare for a case. Develop conceptual skills required for solving a case study.



Prof. S.R. Singhvi interacting with the students



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Profile of Resource Person: *Prof. S.R. Sanghvi*



Gold-medallist in M.A. (Economics), LL.B. (Taxation), and P.G.D.B.M. Had been for 12 years as Field Sales Manager in Fertiliser Companies, 3 years as Head of Training and Acting Chief of Personnel of Marketing Division of Steel Authority of India and 2 years as General Manager – Incharge of Corporate Training and Development and Management Advisor with Indo-Rama Synthetic Ltd and Director and Dean of Asia Pacific for a year. He was on the Board of IMPCL. In between these careers, engaged for 17 years in academics at University of Jodhpur, Directorate of College Education,

Rajasthan (3 years), Senior Faculty (Marketing) in Management Training Institute-Staff College of SAIL (7 years), Professor of Marketing at Management Development Institute, Gurgaon (5 years), Professor at Indian Institute of Management, Indore (2 years) and Fore School (5 years). He has been Chairman-Course Curriculum Quality Committee; MDP and Industry Linkages Committee; Library Committee; Marketing Area and Program Director. He has also been a UNDP Fellow at Kellogg School of Management, North Western University, USA for an academic term. He is trained at Harvard Business School on Participant-centered Learning, Case Writing and Case Development. During the course of his academic career, he has extended consultancy, training and education services in the area of Marketing and General Management to various firms in India and abroad. His clients are from all sectors/types/sizes of enterprises

Objective:

- 1. How to analyze and prepare for a case.**
- 2. Small group discussion among the students participated in the workshop.**
- 3. To aware students about the new and significant concepts that are useful for analyzing the case studies.**
- 4. To provide practical exposure to students by making them solve the case study during the workshop.**



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Learning Outcome :

The workshop was held in the Seminar Hall of Tecnia Institute of Advanced Studies – PG Block on 9th September, 2010 (9:30 am to 1:30 pm). Students of MBA – 1st & 3rd Sem. attended the workshop along with some of the faculty members.

The students interacted with Prof. S.R. Singhvi. This workshop provided in-depth knowledge about case studies. Prof. S.R. Singhvi delivered a lecture in the seminar hall after providing a note that deals with four important aspects of learning through case method:-

- How to analyze and prepare for a case
- Small group discussion
- What is expected from participants during class discussion
- After class reflection

The process of case study method involves reading, finding facts from the case study, defining the problem, finding alternatives available, selection of optimal alternative, small group discussions, large group discussions and developing conclusion.

The workshop provided the opportunity to solve a case study with the expert which provides them a confidence and a hands-on practice. Students were provided a case study of Plastic Products Limited with the case of Marketing of throw-away plastic ball-point pens.

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