\MADANAPALLE ISNTITITUTE OF TECHNOLOGY AND SCIENCE

Preparation of Teaching Cases

The Development and Use of Cases in Teaching to Promote Learners' Critical Thinking Skills

The Department of Management Studies emphasizes case study learning as a cornerstone of its academic approach. The integration of case studies into the curriculum, teaching methods, and evaluation processes aims to foster critical thinking skills among students. This commitment is reflected in the following practices:

Inclusion of Case Studies in the Curriculum
Case studies are systematically integrated into the syllabus of every course offered by the department. Each course outlines specific case studies that align with the learning objectives, ensuring students are exposed to real-world scenarios relevant to the subject matter.

Case Studies in Evaluation
Case studies form a mandatory component of assessments during midterm tests and external examinations. Students are required to analyze, interpret, and provide solutions to complex business scenarios, encouraging them to apply theoretical knowledge to practical situations.

Discussion of Case Studies in Class
Faculty members regularly facilitate case study discussions as part of their teaching methodology. These sessions are interactive, allowing students to explore multiple perspectives, develop analytical skills, and engage in collaborative problem-solving. Faculty-guided discussions ensure that students gain insights into structured decision-making processes.

Development and Publication of Case Studies by Faculty
Faculty members contribute to the academic repository by developing and publishing original case studies. These cases are based on contemporary industry practices, regional challenges, and global trends, offering students diverse and relevant learning material. The attached list of faculty-developed and published case studies exemplifies this effort.

Promotion of Critical Thinking Skills
Through the structured use of case studies, students are encouraged to:
Analyse Problems: Identify key issues, evaluate data, and consider underlying causes.

Think Creatively: Explore innovative solutions and approaches to challenges.
Make Informed Decisions: Weigh alternatives and recommend actionable strategies.
Communicate Effectively: Articulate their analysis and conclusions with clarity and confidence.
By embedding case studies into teaching, learning, and evaluation, the Department of Management Studies provides students with a platform to hone their critical thinking skills, equipping them to navigate complex managerial and business environments effectively.

CASE STUDIES HANDLED BY THE FACULTY IN CLASSROOM

S.No	Course Title	Faculty	Title of the Case Study
1	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	British Petroleum and Corporate Social Responsibility
2	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	Strategic Planning at Tata Motors: Navigating the Electric Vehicle Market and Expanding into Southeast Asia
3	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	The Directing Function at HDFC Bank: Leadership, Motivation, and Employee Engagement
4	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	A Comparative Analysis of Management Styles: Ford Motor Company vs. Toyota Motor Corporation
5	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	The Role of Personality in Employee Performance and Team Dynamics at Infosys
6	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	Challenges in Team Dynamics: A Case Study of Cross-Functional Collaboration in Software Development
7	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	Navigating Cultural Differences: Enhancing Communication in a Global Marketing Firm
8	Management Perspectives and Organizational Behaviour	Dr. K.S. Krishna	Managing Stress in a High-Pressure Environment: Wipro's Approach to Employee Well-being
9	Management Perspectives and Organizational Behaviour	Dr. Nagarajan	The Power of Effective Communication: A Case Study of Company A's Construction Project Turnaround
10	Management Perspectives and Organizational Behaviour	Dr. Nagarajan	Management Principles for Logisticians

S.No	Course Title	Faculty	Title of the Case Study
11	Management Perspectives and Organizational Behaviour	Dr. Nagarajan	Leadership
12	Management Perspectives and Organizational Behaviour	Dr. Nagarajan	Dilemma of a Regional Manager: Balancing Customer Demands and Employee Morale – Alpha Pvt. Ltd.
13	Management Perspectives and Organizational Behaviour	Dr. Nagarajan	Optimizing Space Utilization: Effective Decision Making at Frame Manufacturing Company
14	Management Perspectives and Organizational Behaviour	Ms. Rabuni Aiswarya	Starbucks International Strategy – A Case Study for Global Success
15	Management Perspectives and Organizational Behaviour	Ms. Rabuni Aiswarya	Strategy on Norway Pension Fund Global
16	Management Perspectives and Organizational Behaviour	Ms. Rabuni Aiswarya	Personality Development
17	Management Perspectives and Organizational Behaviour	Ms. Rabuni Aiswarya	Case Study on Conflict Management
18	Management Perspectives and Organizational Behaviour	Ms. Rabuni Aiswarya	Case Study on Stress Management
19	Managerial Economics and Business Environment	Dr. Seshadri	The Pricing Strategy of Apple: Analyzing the Impact of Price Elasticity on Consumer Behavior
20	Managerial Economics and Business Environment	Dr. Seshadri	Market Structure and Competitive Strategies: A Case Study of Amazon’s E-commerce Dominance
21	Managerial Economics and Business Environment	Dr. Seshadri	Exploring the Role of Managerial Economics in Strategic Decision Making at Tesla
22	Managerial Economics and Business Environment	Dr. Seshadri	Demand-Supply Dynamics in the EV Market: Case Study of Rivian and Tesla
23	Managerial Economics and Business Environment	Dr. Seshadri	Price Discrimination and its Effects: A Case Study of Airlines and Hotel Industry
24	Managerial Economics and Business Environment	Dr. Gangisetty	Impact of Government Policies on Business Operations: The Automobile Industry

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25	Managerial Economics and Business Environment	Dr. Gangisetty	The Role of Supply Chain Management in Business Success: Case of a Global Retail Giant
26	Managerial Economics and Business Environment	Dr. Gangisetty	Business Cycle Analysis: How Small Businesses Respond to Economic Recession
27	Managerial Economics and Business Environment	Dr. Gangisetty	Price Discrimination and Market Segmentation: A Case Study of Online Streaming Platforms
28	Managerial Economics and Business Environment	Dr. Gangisetty	The Impact of Globalization on Local Markets: A Case Study of the Fast-Food Industry
29	Managerial Economics and Business Environment	Mr. B. Sreekanth	Strategic Economic Decision-Making at Apex Enterprises
30	Managerial Economics and Business Environment	Mr. B. Sreekanth	Leveraging Price Elasticity for Strategic Pricing: The Gourmet Delights Case
31	Managerial Economics and Business Environment	Dr. S. Nithyanth	Impact of Pricing Strategies on Market Share: A Case Study of Airline Industry
32	Managerial Economics and Business Environment	Dr. S. Nithyanth	Demand Forecasting and Its Role in Business Decision-Making: A Case Study of Retail Chains
33	Managerial Economics and Business Environment	Dr. S. Nithyanth	Cost-Volume-Profit Analysis in a Manufacturing Firm: A Case Study
34	Managerial Economics and Business Environment	Dr. S. Nithyanth	Game Theory Applications in Competitive Markets: A Case Study of Smartphone Industry
35	Managerial Economics and Business Environment	Dr. S. Nithyanth	The Role of Elasticity in Pricing Decisions: A Case Study of the Pharmaceutical Industry
36	Accounting for Managers	Dr. N. Gangisetty	Financial Statement Analysis
37	Accounting for Managers	Dr. N. Gangisetty	Corporate Governance and Its Implementation by Indian Companies
38	Accounting for Managers	Dr. N. Gangisetty	Profitability and Financial Position of the Selected Company
39	Accounting for Managers	Mr. Venkata Rao	Funds Flow Statement Analysis
40	Accounting for Managers	Mr. Venkata Rao	Preparation of Cost Sheet

S.No	Course Title	Faculty	Title of the Case Study
41	Accounting for Managers	Mr. Venkata Rao	Break-Even Analysis
42	Accounting for Managers	Mr. Venkata Rao	Buy or Make Decision
43	Accounting for Managers	Mr. Venkata Rao	Export or Not
44	Accounting for Managers	Dr. Thouseef Ahmmed	Final Accounts of a Company
45	Accounting for Managers	Dr. Thouseef Ahmmed	Cash Flow Statement Analysis of a Company
46	Accounting for Managers	Dr. Thouseef Ahmmed	Add and Drop Decision Using CVP Analysis
47	Accounting for Managers	Dr. E. Gnana Prasuna	Final Accounts of a Company
48	Accounting for Managers	Dr. E. Gnana Prasuna	Company's Funds Flow Statement
49	Accounting for Managers	Dr. E. Gnana Prasuna	Critical Evaluation of Ratio Analysis
50	Business Statistics for Managers Using SPSS	Mr. Roja Kiran	AM, Median, Mode of the Continuous Series
51	Business Statistics for Managers Using SPSS	Mr. Roja Kiran	Binomial Distribution in SPSS
52	Business Statistics for Managers Using SPSS	Mr. Roja Kiran	Hypothesis testing on medical trial
53	Business Statistics for Managers Using SPSS	Mr. Roja Kiran	Multiple Linear Regression using SPSS
54	Business Statistics for Managers Using SPSS	Mr. Roja Kiran	Factor analysis using SPSS
55	Business Statistics for Managers Using SPSS	Dr. Pradeep Kumar	A case study on Regression Analysis
56	Business Statistics for Managers Using SPSS	Dr. Pradeep Kumar	A case study on T-Test and chi square
57	Business Statistics for Managers Using SPSS	Dr. Pradeep Kumar	A case study on Factor Analysis

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58	Business Statistics for Managers Using SPSS	Ms. Sarode Rekha	A case study on measures of dispersion-Range, Standard deviation, coefficient of variation
59	Business Statistics for Managers Using SPSS	Ms. Sarode Rekha	A case study on correlation Analysis
60	Business Statistics for Managers Using SPSS	Ms. Sarode Rekha	A case study on Regression Analysis
61	Business Statistics for Managers Using SPSS	Ms. Sarode Rekha	A case study on T-Test and chi square
62	Design Thinking	Ms. Rabuni Aiswarya	Innovation of Apple
63	Design Thinking	Ms. Rabuni Aiswarya	Whitney Hess
64	Design Thinking	Ms. Rabuni Aiswarya	Kaizen
65	Design Thinking	Ms. Rabuni Aiswarya	Design Society
66	Design Thinking	Ms. Rabuni Aiswarya	Airbnb
67	Design Thinking	Dr. Seshadri	Bridging Perspectives: Fostering Open-Mindedness for Team Collaboration
68	Design Thinking	Dr. Seshadri	Empathy in Leadership: Supporting Team Members Through Personal Challenges
69	Design Thinking	Dr. Seshadri	The Impact of Empathy in Healthcare Settings
70	Design Thinking	Dr. Seshadri	Roots of Empathy: Cultivating Emotional Intelligence and Social Skills in Children
71	Design Thinking	Dr. Seshadri	The Impact of Sympathy in Healthcare: Balancing Compassion and Caregiver Well-being
72	Design Thinking	Mr. Roja Kiran	Process of New Delhi Social-Tech Innovator
73	Design Thinking	Mr. Roja Kiran	A case study on Empathy of Chalsa Tech Entrepreneur
74	Design Thinking	Mr. Roja Kiran	A case study on Ideation of Leyang Electronics Innovator
75	Design Thinking	Mr. Roja Kiran	A case study on Prototyping of Kochi Social Entrepreneur

S.No	Course Title	Faculty	Title of the Case Study
76	Indian Ethos and Business Ethics	Dr. K. Venkateswarlu	The FBI & Apple: Consumer Privacy vs. National Security
77	Indian Ethos and Business Ethics	Dr. K. Venkateswarlu	Fairness cream advertisement: Ethical issues
78	Indian Ethos and Business Ethics	Dr. K. Venkateswarlu	Enron Scandal
79	Indian Ethos and Business Ethics	Dr. K. Venkateswarlu	A case study on Business Idea
80	Indian Ethos and Business Ethics	Dr. Geetha Devi	Corporate Social Responsibility in India: Balancing Tradition with Modern Business Practices
81	Indian Ethos and Business Ethics	Dr. Geetha Devi	Business Ethics in the Indian Startup Ecosystem: Challenges and Opportunities
82	Indian Ethos and Business Ethics	Dr. Geetha Devi	The Influence of Indian Cultural Values on Corporate Governance: A Case Analysis
83	Indian Ethos and Business Ethics	Dr. Geetha Devi	Sustainability and Ethical Sourcing in Indian Textile Industry: A Case Study of Fair Trade Practices
84	Indian Ethos and Business Ethics	Dr. Geetha Devi	The Impact of Indian Religious Beliefs on Corporate Social Responsibility in Family Businesses
85	Indian Ethos and Business Ethics	Dr. K.S. Krishna	The Role of Dharma in Shaping Corporate Governance: A Case Study of Indian Family-Owned Businesses
86	Indian Ethos and Business Ethics	Dr. K.S. Krishna	Ethical Business Practices in the Indian IT Sector: Balancing Profit and Social Responsibility
87	Indian Ethos and Business Ethics	Dr. K.S. Krishna	The Impact of Indian Traditional Values on Corporate Leadership and Decision-Making: A Case Study of Tata Group
88	Indian Ethos and Business Ethics	Dr. K.S. Krishna	The Influence of Bhagavad Gita on Decision-Making and Ethical Leadership in Indian Businesses
89	Corporate Communication	Prof. Sreemmant Basu	Social etiquette
90	Data Analysis Using Excel	Ms. Rabuni Aiswarya	Streamlining Operations At Freshmart Grocery

S.No	Course Title	Faculty	Title of the Case Study
91	Data Analysis Using Excel	Ms. Rabuni Aiswarya	Productivity Boost At Datatech Solutions
92	Data Analysis Using Excel	Ms. Rabuni Aiswarya	Advanced Data Analysis For Xyz Corp
93	Data Analysis Using Excel	Dr. Gnana Prasuna	Time-Series Analysis: Using Excel to Identify Patterns and Trends in Stock Market Data
94	Data Analysis Using Excel	Dr. Gnana Prasuna	Examining the Impact of Marketing Campaigns: An Excel Analysis of ROI and Conversion Rates
95	Data Analysis Using Excel	Dr. Poonam	Loveland Computers
96	Data Analysis Using Excel	Dr. Poonam	Netflix Shows Excel Data Analysis
97	Data Analysis Using Excel	Dr. Poonam Sahoo	SWITCH Function Versus Nested IF
98	Data Analysis Using Excel	Dr. Poonam Sahoo	Analyzing E-commerce Sales Data with Excel Visualization
99	Data Analysis Using Excel	Dr. Poonam Sahoo	Applying the Critical Value Approach to Hypothesis Testing at Oxford Cereals
100	Data Analysis Using Excel	Dr. Poonam Sahoo	Loveland Computers
101	Marketing Management	Mr. Sreekanth	Marketing Excellence at Samsung
102	Marketing Management	Mr. Sreekanth	Red Bull’s Integrated Marketing Communications
103	Marketing Management	Mr. Sreekanth	Unilever (Axe and Dove)
104	Marketing Management	Mr. Sreekanth	IBM’s Marketing Transformation and Strategy
105	Human Resource Management	Dr. Rajesh Kumar	Transforming Restaurant Operations Through Technology: A Case Study on Streamlining Service and Enhancing Customer Satisfaction
106	Human Resource Management	Dr. Rajesh Kumar	Balancing Workplace Concerns and Employee Support: A Proactive Approach to Handling Behavioral Challenges
107	Human Resource Management	Dr. Rajesh Kumar	Navigating Change: Introducing Team-Based Pay for Performance at Forgewell Auto Ltd
108	Human Resource Management	Dr. Venkateswarlu	Selection Issues in Ramayana Relevance to Modern Times
109	E-Commerce and Digital Markets	Dr. K.S. Krishna	Building Trust in Digital Marketplaces: A Case Study of eBay's Seller Rating System

S.No	Course Title	Faculty	Title of the Case Study
110	E-Commerce and Digital Markets	Dr. K.S. Krishna	The Success of Direct-to-Consumer (DTC) Brands in the Digital Age: The Case of Warby Parker
111	E-Commerce and Digital Markets	Dr. K.S. Krishna	Amazon's Evolution: From Online Bookstore to Global E-Commerce Giant
112	E-Commerce and Digital Markets	Dr. K.S. Krishna	The Impact of Social Media Marketing on E-Commerce: A Case Study of Instagram and Shopify
113	Strategic Management	Dr. Gnana Prasuna	Apple Inc. – Innovating for Sustainability
114	Strategic Management	Dr. Gnana Prasuna	Tesla – Disrupting the Automotive Industry
115	Strategic Management	Dr. Gnana Prasuna	Starbucks – Scaling with a Purpose
116	Strategic Management	Dr. Gnana Prasuna	IKEA – Affordable Furniture for the Masses
117	Corporate Tax Planning	Mr. Venkata Rao	Case Study on the Residential Status of a Company in India
118	Corporate Tax Planning	Mr. Venkata Rao	Incidence of Tax - Who Bears the Burden
119	Corporate Tax Planning	Mr. Venkata Rao	Taxation of Short-Term Capital Gains - An Investor’s Dilemma
120	Corporate Tax Planning	Mr. Venkata Rao	Understanding the Impact of Long-Term Capital Gains Tax on Investor Behaviour

CASE STUDIES DEVELOPED BY FACULTY

S.No	Subject	Name of the Faculty	Title of the Case study
1	Corporate Social Responsibility	Mr.B.Sreekanth	ABC Corporation;s CSR Journey
2	Corporate Social Responsibility	Mr.B.Sreekanth	Environmental Impact Analysis of a Proposed Industrial Complex
3	Corporate Social Responsibility	Mr.B.Sreekanth	Leveraging Proce Elasticity for Strategic Pricing: The Gourment Delight Case
4	Corporate Social Responsibility	Mr.B.Sreekanth	XYZ Corporation's Environmental Compliance Journey
5	Management Perspectives and organizational Behaviour	Dr.K.S.Krishna	Examining the efferctiveness of team Development Programs: a case study in IBM
6	Strategic Management	Dr.E.Gnanaprasuna	Kodak's Missed Opportunity: A case Study in Poor Strategic
7	Strategic Management	Dr.E.Gnanaprasuna	Block Buster's failure to adapt to online streaming
8	Strategic Management	Dr.E.Gnanaprasuna	Sony"s Innovation Stagnation
9	Strategic Management	Dr.E.Gnanaprasuna	Nokia's Mobile misstep
10	Business Statistics for Managers using SPSS	Dr.Sarode Rekha	A case study on Measures of Cetral Tendency- Mean, Median, Mode
11	Business Statistics for Managers using SPSS	Dr.Sarode Rekha	A case study on Pearson's Coefficient of Correlation
12	Business Statistics for Managers using SPSS	Dr.Sarode Rekha	A Case Study on Spearman's Rank Coefficient of Correlation
13	Business Statistics for Managers using SPSS	Dr.Sarode Rekha	A case study on Regression-Multiple Linear Regression
14	Business Statistics for Managers using SPSS	Dr.Sarode Rekha	A case study on Paired t-test
15	Business Statistics for Managers using SPSS	Mr.Roja Kiran	Case study on Factor Analysis: Analysing employee Sarisfaction in a corporate Setting

16	Business Statistics for Managers using SPSS	Mr.Roja Kiran	Case study on Reliability Analysis: Measuring Customer Satisfaction in a Retail Chain
17	Corporate Governance	Dr.G.Nagarajan	Case Study: Kia Motors India Engine Theft Scandal
18	Human Resource Management	Dr.G.Nagarajan	Manisheel Gautam:A case Study in Strategic Leadership and Innovation
19	Human Resource Management	Dr.G.Nagarajan	Embracing AI in HR: Transforming Talent Acquisition and Management in India-Case Study
20	Human Resource Management	Dr.G.Nagarajan	Tracking Productivity inRemote Work: AI Monitoring of Moonlighting During WFH

CASE STUDIES PUBLISHED BY THE FACULTY

S.No	Subject	Faculty	Case study title	LINK
1	Supply Chain Management	Dr.K.Venkateswarlu	A case study on supply Chain system of Food Delivery Apps in Visakhapatnam	ISSN:2331-3710 (Print version only)
2	HRM	Dr.K.Srinivasa Krishna	E-HRM and Organizational Resilience: A Case study of a Technology Solutions Company In Bangalore During Covid-19	https://qtanalytics.in/publications/index.php/books/issue/view/47