

# Dayananda Sagar College of Arts, Science and Commerce

Department of Management Studies- (MBA-BU)

Research Cell – ANVESHANA

In Association with

Internal Quality Assurance Cell (IQAC)

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
KUMARSWAMY LAYOUT, BANGALORE 560 033  
DEPT. OF MANAGEMENT STUDIES (MBA-BU)  
RESEARCH CELL - ANVESHANA

IN ASSOCIATION WITH  
IQAC

**CASE STUDY  
WORKSHOP  
FOR PG  
FACULTY**

REGISTRATION FEE

14-09-2024, Saturday  
Timings: 9:15am to 3:15pm Library,  
7th Floor, DSCASC, Building No.13

DR. SURESHA B  
Associate Professor  
(Christ University)  
BANGALORE

DR. SURESHA B  
DIRECTOR IQAC

DR. SURESHA B  
DIRECTOR IQAC

## Workshop Schedule- 14.09.2024

Sl. No.	Time	Particulars
1	9:15 AM – 9:30 AM	Introduction
2	9:30 AM – 11:00 AM	Session-1
3	11:00 AM – 11:15 AM	Tea Break
4	11:15 AM – 12:45 PM	Session-2
5	12:45 PM – 1:30 PM	Lunch Break
6	1:30 PM – 3:00 PM	Session-3
7	3:00 PM – 3:15 PM	Tea Break
8	3:15 PM Onwards	Valedictory

*J. Lakshmi*  
Coordinator

*Suresha B*  
Director  
DIRECTOR  
Dayananda Sagar College  
of Arts, Science & Commerce  
Kumar Swamy Layout,  
Bangalore - 560033

**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**  
 Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

**Research & IPR Cell in association with  
 Internal Quality Assurance Cell (IQAC) Cell**

**Report of the Event Conducted**

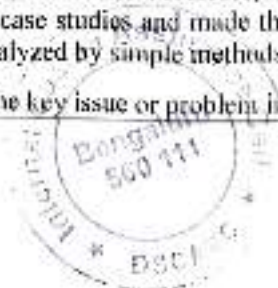
**Department: MBA-BU**

**Date: 14-09-2024**

Sl. No.	Particulars	Event related Details			
1.	Event <sup>^</sup>	Workshop			
2.	Title of the Event	Case study Workshop for PG Faculty			
3.	Date	14.09.2024			
4.	Time	09:15AM to 04:00PM			
5.	Venue	Library, 7 <sup>th</sup> Floor, DSCASC, Building No.13			
6.	Resource Person 1 Details**  (Profile to be enclosed)	Dr. Suresha B			
7.	Topics Covered	Problem in the case study, Main problems facing the business			
8.	Resource Person 2 Details**  (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	17	External:	04
11.	No. Student Participants (Enclose a copy of names with	Internal:	NA	External:	NA



Sl. No.	Particulars	Event related Details			
	signatures)				
12.	Faculty Coordinator/s	Dr. Chetan Shetty			
13.	Student Coordinator/s	NA			
14.	Total Expenditure (Details to be enclosed)	NA			
15.	Sponsors and Amount (if any)	NA			
16.	Agenda of the Event (Enclose a copy)	NA			
17.	Report uploaded on college website? If yes, give details:	Yes			
18.	Report sent to media? If yes, give details:	No			
19.	Report uploaded in Social Media? If yes, give details:	Yes <a href="https://www.facebook.com/photo/?fbid=1098253205252329&amp;set=pcb.1098253781918938">https://www.facebook.com/photo/?fbid=1098253205252329&amp;set=pcb.1098253781918938</a>			
20.	Certificates Printed? (Enclose a copy***)	Yes			
21.	Feedback Collected? (Enclose a copy***)	Yes			
22.	Summary of the Event (Minimum 100 words)	Workshop on case study analysis for PG faculty was conducted by Dr. Suresha B, Associate Professor, Christ University, Bangalore. Mr. Suresha took two case studies and made the faculty members understand as to how it can be analyzed by simple methods. The points discussed were as follows Identify the key issue or problem in the case study. In all likelihood, there will			



Sl. No.	Particulars	Event related Details
		<p>ho several different factors at play. Decide which the main concern of the case study is by examining what most of the data talks about, the main problems facing the business, and the conclusions at the end of the study.</p> <p>Describe how the given case responds to these issues or problems. Draw on the information you gathered and trace a chronological progression of steps taken (or not taken). Cite data included in the case study, such as increased marketing spending, purchasing of new property, changed revenue streams, etc.</p> <p>Identify the successful aspects of this response as well as its failures. Indicate whether or not each aspect of the response met its goal and whether the response overall was well-crafted. Use numerical benchmarks, like a desired customer share, to show whether goals were met; analyze broader issues, like employee management policies, to talk about the response as a whole.</p> <p>Conclude your analysis by reviewing your findings and emphasizing what you would do differently in the case. Showcase both your understanding of the case study and your business strategy</p>
23.	<p><b>Photographs of the Event</b></p> <p>(At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)</p>	Attached.

**Notes:**

\* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

\*\* Name / Organization / Designation / Area of Expertise

\*\*\* Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

*L. Lakshmi*  
Event Coordinator

*V. Venkatesh*  
HOD/Director

*A. Gopal*  
24/09/24  
IQAC

*D. Balakrishna*  
Principal



Dayananda Sagar College of Arts, Science & Commerce  
Kumara my Layout, Bengaluru - 560 111  
Principal  
Dayananda Sagar College of Arts, Science & Commerce  
Kumeraswamy Layout, Bengaluru -



Bengaluru, Karnataka, India  
 W840-890, 1st Stage, KulkarniNagar Layout, Bengaluru, Karnataka 560070, India  
 Lat: 12.900000°  
 Long: 77.592279°  
 14/08/2018 08:27 AM GMT +05:30



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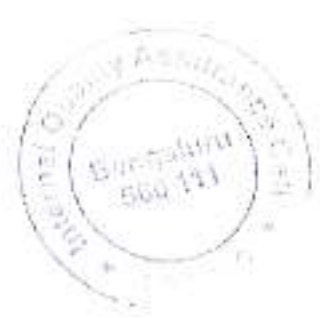
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## Dr Suresha B

E-mail: [suresh.b@christuniversity.in](mailto:suresh.b@christuniversity.in)

Profile URL :

<https://idw.in/profile/92080>

Orcid id: 0000-0001-8459-2055

Phone: 080-40128014, 9844316674

Address: Bangalore Urban ,Karnataka,India - 560085

### Expertise

#### Business, Finance

Corporate Accounting, Taxation, Corporate Finance, Behavioural Finance, Investment Management, Derivatives, and Risk Management, Personal Financial Planning,

### Work experience

1. Christ University 2005 — Present  
Associate Professor  
Bangaluru
2. SRN Adarsh College 2002 — 2005  
Lecturer  
Bangalore
3. BNM DEGREE COLLEGE 2001 — 2002  
Lecturer  
Bangalore

### Education



**Dayananda Sagar College of Arts, Science and Commerce**  
**Department of Management Studies- (MBA-BU)**

**CASE STUDY WORKSHOP FOR PG FACULTY**

ATTENDANCE SHEET

Date: 14.09.2024

Sl. No.	Faculty Name	Department	Signature
1	Dr. B. S. Venkatesh	MBA	<i>[Signature]</i>
2	Dr. Chaitan Shetty	MBA	<i>[Signature]</i>
3	Dr. J. Vijaya Kumar	MBA	<i>[Signature]</i>
4	Prof. Kargaur	BBA/BCOM	<i>[Signature]</i>
5	Prof. K. S. Chopra	MBA	<i>[Signature]</i>
6	Muralidhara K S	MBA	<i>[Signature]</i>
7	Dr SHASHIKOMAR CR	MBA	<i>[Signature]</i>
8	Dr. C. B. V Krishna Prasad	MBA	<i>[Signature]</i>
9	Vaibhav Patil	MBA	<i>[Signature]</i>
10	Tijasaani. L. K	M.B.A	<i>[Signature]</i>
11	Dr. Sarvit-a Trivedi	M. Com	<i>[Signature]</i>
12	Nimaditha. K	MBA	<i>[Signature]</i>
14	Vaishnavi. J	MBA	<i>[Signature]</i>
15	Prof. Narayana. T	MBA	<i>[Signature]</i>
16	Dr. Amesh Asia Ahmed	MBA	<i>[Signature]</i>
17	Dr. SUMIT SATHA	PGDM	<i>[Signature]</i>
17	Dr. Kadambari Katke	MBA-BU	<i>[Signature]</i>
18	Dr. Mahalaxmi. V	M. Com BU	<i>[Signature]</i>
19	B R N. Murthy	MBA	<i>[Signature]</i>
20	Dr. Vishu P	MBA	<i>[Signature]</i>
21	Dr. Srujanika Prusty	MBA	<i>[Signature]</i>



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DEPT. OF MANAGEMENT STUDIES (MBA-BU)  
RESEARCH CELL - ANVESHANA  
IN ASSOCIATION WITH  
INTERNAL QUALITY ASSURANCE CELL (IQAC)



# CERTIFICATE

THIS IS TO CERTIFY THAT

DR. CHETAN SHETTY

has participated in

CASE STUDY WORKSHOP FOR PG FACULTY

held on 17-09-2024.



DR. VENKATESH B R  
DIRECTOR MBA, BU

PRINCIPAL, DSCAC

DR. BALU L



# Dayananda Sagar College of Arts, Science and Commerce - Case Study Workshop for PG Faculty on 14th September 2024- Registration Form

Registration Form

Venue: Library Reference Section, 7th Floor, DSCASC, Building No.13, 9:15AM to 3:30PM

\* Indicates required question

1. Email \*

2. Name of the Faculty \*

3. Designation \*

4. Department \*

Mark only one oval.

- MBA-BU
- MBA-VTU
- M.Com
- MCA
- PGDM



# Dayananda Sagar College of Arts, Science and Commerce - Case Study Workshop for PG Faculty on 14th September 2024 - Feedback Form

Feedback Form

Venue: Library Reference Section, 7th Floor, DSCASC, Building No.13, 9:15AM to  
3.30PM

\* Indicates required question

1. Email \*

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2. Name of the Faculty \*

-----

3. Department \*

Mark only one oval.

MBA-BU

MBA-VTU

M.Com

MCA

PGDM



20.09.2024 Feedback on Case Study Workshop  
for PG Faculty

Speaker: Dr. Sneha B.

Feedback By:

Dr. Anwar Asra Ahmed

Associate Professor

MBA- BU

DSCASC

The case study workshop was a day long workshop held on 14.09.2024 for the management faculty at DSCASC. It was a highly interactive & collaborative learning session.

The resource person, Dr. Sneha was indeed very knowledgeable & articulate who was able to capture & retain the interest and attention of the participating audience throughout the workshop. She made a clear distinction between a lecture, simulation, facilitator & a coach.

Her in-depth discussion of the Airbnb case was absolutely fantastic & there were a lot of take-aways from that. The interest of the workshop which was to train the faculty members in the usage of case-based teaching approach was truly met and I look forward to many such fruitful workshops in the future both locally and in other workshops. Thank you once again for organizing this workshop.

Sincerely,  
Sajida

Faculty Feedback

The program organized by the Dept. of M&A BU was very helpful in getting insights into the case study method of teaching. The resource person introduced the participants to various styles & methods of teachings. His analysis was done on types of teachers.

Psychometric analysis helped in gaining insights on learning styles & types of teachers. The case study analysis was illustrated using two cases. Detailed steps by step procedure was followed which led to better understanding of the process.

P.T.

Prof. Vaishnav Patil

Dept. of M&A - BU.