

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM (MASTERS IN APPLIED MANAGEMENT)
DUAL DEGREE PROGRAMME
Year – V (Semester – IX) (W.E.F. June 2016)

Subject Code: - 4190504

Subject Name: - Case Study Application

1. Course Objective:

- Understand the complexity of real life organization and management.
- Develop and refine students' capacities for integrating multiple points of view.
- To explore the practice of management across our cultural and geographic boundaries.
- Become independent and critical thinkers.

2. Case Study:-

Students are required to prepare a case of current situation / problem faced by company/Industry or Government Organization and makes a presentation. Which may followed following steps.

3. What is the Process for Conducting a Case Study?

1. Defining the issue(s)/problem.
2. Analyzing the case data
3. Generating alternatives
4. Selecting decision criteria
5. Analyzing and evaluating alternatives
6. Selecting the preferred alternative
7. Developing an action/implementation plan

4. Structure of the Case Analysis:

The students have to prepare a case in writing, selecting a problem or a detailed situation. For this course, the case should have following sections in order: No of pages: About 10 to 20 pages for one case.

1. Title page
2. Student's Declaration (Annexure-I)
3. Executive summary
4. Problem (Issue)

5. Solutions (Action and Implementation Plan)
6. Lessons Learned
7. Interpretation / Conclusion

1. Title Page :

For e.g. Maggi trouble mount for Nestle: A case Study of Nestle India Pvt. Ltd
(Name of Student)
(Student Enrolment Number)

A Case submitted in partial fulfillment for the award of the Degree of
MASTER OF APPLIED MANAGEMENT

Submitted to:
Name of the Institute
Gujarat Technological University, Ahmedabad

2. Student's Declaration (Annexure-I)

FORMAT OF DECLARATION

I hereby declare that this Case titled _____
submitted by me to the (name of college) is a bonafide work undertaken by me and it is not
submitted to any other University or Institution for the award of any degree diploma / certificate
or published any time before.

Date:
Place

Signature of the Student

CERTIFICATION

This is to certify that the Case titled _____ submitted in partial fulfillment for the award of MAM **(Dual Degree)** Program of **Gujarat Technological University**, was prepared by _____ under my guidance. This Case has not been published or submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the Guide

Signature of the Guide

Signature of the Director

5. Evaluation:

1	Practical Viva (External)	105 Marks
2	Practical Viva (Internal)	45 Marks

6. The marks of the presentation will be based on following Criteria:

1. Introduction and Justification
2. Methodology
 - a. How was the process carried out? (Describe the process of selecting the case and data collection sources, as well as how data was collected.)
 - b. What assumptions are there (if any)?
 - c. Are there any limitations?
- 3 The Problem
4. Solution (Action and Implementation Plan)
5. The Results.
6. Lessons Learned.
7. Interpretation / Conclusion.
8. Appendices.
9. Overall Presentation.

7. Reference Books & Essential Reading:

Name of the Book	Author	Publication	Edition
Case Studies in Management	Akhilesh Chandra Pandey	I K International Pvt. Ltd-New Delhi	Second Edition
Case Studies In Management (English)	P K Jain , Prem Vrat , K K Ahuja	Vikas Publishing House	First Edition
Case Studies in Management	J. A. Kulkarni, Asha Pachpande, Sandeep Pachpande	Pearson India	Latest Edition