

Report of Two-Day Workshop on Business Case Writing and Analysis

Date	Time	Title	Resource Person & Designation	Participants
18.08.2018 19.08.2018	Full day	Two-Day Workshop on Business Case Writing and Analysis	Dr. T. Rangarajan and Dr.Kalyani Rangarajan	Commerce and Management Faculty Members

A Two-Day Workshop on Business Case Writing and Analysis was conducted on August 18 and 19 of 2018 by Department of Commerce and Management for the Faculty Members. Welcome address was made by Mr. Jai Ganesh Bala, followed by chief guest introduction by Dr. SS. Shanthakumari, Head of Department. Dr. T. Rangarajan and Dr. Kalyani Rangarajan were the experts who are alumni of IIM Ahmedabad. They have extensive experience of more than 30 years in both industry as well as academics. The main objective of the workshop was to bring knowledge and awareness among faculty members reiterating the importance of case studies and the significant role it can play in developing ones critical thinking and analytical ability. The two-day workshop mainly comprised of analysis and discussion of many real-time case situations. The faculty members were also educated on how to create a case. From this two-day workshop, The faculty members understood how to perceive a case study from a bird-view angle so that the core problem can be identified. The faculties also were enlightened about the positive impact that can be created in a student by exposing them to different case studies and it will also help the students to develop their lateral and critical thinking ability along with expertise in analyzing the situation. Finally, the vote of thanks was delivered by Mr. G. Hariharan.



Mr. Jai Ganesh Bala delivering welcome address and faculty members are interacting with the resource person