

“A WORKSHOP ON CASE STUDY “, ORGANISED BY “AIMS INTERNATIONAL, NORTH MAHARASHTRA CHAPTER”

October 14/102014: In keeping with the extensive use of Case study tool for professional courses as well as corporations and companies as a selection tool, case study workshop was conducted at Department of Management, KCES’s COEIT, **Jalgaon in association with AIMS International, North Maharashtra Chapter.**

In her opening address, Dr. Prof. Shilpa Bendale, the Chapter Deputy Director, AIMS International, said that through case study analysis and evaluation technique one can resolve the critical organizational issues. Today the industry works on Case study as selection tool hence it is important not only for academic purpose but for used as lifelong analytical tool. With the same objective, Department of Management, KCES’s COEIT and AIMS International, North Maharashtra Chapter has organized this workshop

Mr. Saurabh Chaudhuri was invited as the resource person for the workshop. Mr. Saurabh Chaudhuri started the workshop with defragmenting the groups and allocating the case studies in 10 different groups followed by group leader and group name. He focused on the importance of Case reading and finding out the Gist as process and pre requisites of evaluating case.



He also focused on Dos and Don’ts in evaluation of case study and reading the case study. He had given some basic evaluation parameters of case study and hints to understand the problem in the

case study. Almost 12 case studies were given to the groups for study and evaluation. Group wise presentation was given by the students. He also threw light on process of evaluating case study, the methods of case studies etc. Almost 150 MBA and MBM students of North Maharashtra University region participated in the Case Study Workshop.

Head Department of Management Prof. Dr. Shilpa Bendale and the members of AIMS North Maharashtra Chapter Prof. Pankaj Vyavahare expressed that such sessions would definitely prove beneficial for enhancing the analytical skills of the professional students across the region

The students put queries to the resource person, which were satisfactorily answered. The participants said that this workshop has given them an insight into the expectations of the case study analysis and evaluation not just for their examination but for their future professional life.