

## SDP on Case Study Methodology

**People Empowerment Group**  
**ISB&M**  
International School of Business & Media  
Pune, Noida & Mumbai | Kolkata | Bangalore

**11<sup>th</sup> November, 2020**  
**11:00 AM To 12:00 PM**

**In Association with**  
**Jagran College of Arts, Science and Commerce**  
**Presents**  
**Student Development Program On**  
**"Case Study Methodology (How to solve, prepare and present a case study)"**

**About Speakers**

  
Dr. S. Jayaraman  
Director, ISB&M  
IITD, APU, PDBM,  
IIM - Calcutta

Has over 16 years of experience in teaching and MDPs and over 26 years work experience in diverse industries ranging from automobiles, construction, iron steel, and IT services. Specialized in the area of HRM, OB, & TQM, is a certified lead Auditor for ISO 9000 and a certified examiner for Business Excellence awards. Life member of the higher education forum and a panel member on mentoring committee for initiatives in small and medium industries of CII western India Chapter.

[www.isbm.ac.in](http://www.isbm.ac.in)

On 11<sup>th</sup> November, 2020 a student development programme was organised was organised by college in association with ISB&M for the students of BBA second and third year. About 182 students joined the session. Dr. K.V.K. Singh Coordinator, Dept of Commerce warmly welcomed the speaker Dr. S. Jayaraman, Director of ISB&M in the session. Thereafter he invited him to enlighten the session. He unravelled the intricacies of case study methodology, igniting a spark of curiosity and inquiry among students. With a wealth of experience in academia and industry, Dr. Jayaraman guided the attendees through the multifaceted process of solving, preparing, and presenting compelling case studies. Emphasizing the importance of thorough problem understanding, scrupulous research, and insightful analysis, he instilled in students the essence of case studies as vehicles for exploring complexities, identifying solutions, and extracting meaningful insights from real-world scenarios. From dissecting sample case studies, he fostered critical thinking and problem-solving skills among the eager learners. Moreover, he elucidated the art of crafting a compelling narrative, stressing clarity, coherence, and relevance as key elements. By the at the end of the session, students emerged equipped with newfound knowledge and skills, empowered to embark on their case study journey with confidence and creativity.