



# NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC  
Accredited by NAAC with 'A' Grade, Accredited by NBA

Title	Workshop on Case Analysis in association with Bangalore Management Association (BMA)	
Department	Department of Management Studies	
Date	28.02.2024	
Time	10.00 AM – 1.00 PM	
Brief Description	<p>Department of Management Studies had organized a workshop on “Case Analysis” in association with Bangalore Management Association (BMA) on 28.02.2024. Dr. Bhavani M.R, Associate Professor School of Commerce &amp; Director -Students Affair-Chanakya University was the Resource Person for the session</p> <p>The workshop was valuable for MBA students to develop expertise from various conceptual skills such as critical thinking, problem-solving, and decision-making in a collaborative setting.</p> <p>Resource Person spoke about various aspects of case study such as:</p> <ol style="list-style-type: none"><li>1) About case Study</li><li>2) How to solve a case study</li><li>3) Types of case studies</li><li>4) Resource Person also explained two Major trending cases making the media headlines Paytm and Byjus .</li></ol> <p>Dr.Guru Aradhya, Prof &amp; HOD took the initiative to organize the workshop. Dr.Priyameet Kaur Keer , Associate Professor organized and coordinated the event successfully.</p>	

Faculty

HOD



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**Department Of Management Studies**  
in association with  
**Bangalore Management Association**

Organizes  
A workshop on

## CASE ANALYSIS

**Resource Person**  
**Dr. Bhavani M.R.**

Associate Professor – School of Commerce  
and Management and Director – Student Affairs,  
Chanakya University



📅 28 February 2024 | 10:00 AM – 01:00 PM

📍 Falconry Seminar Hall,  
Subash Chandra Bose Block, NHCE

**Coordinators:**

**Dr. Priyameet Kaur Keer**  
Associate Professor - MBA

**Dr. Madhurani Gowda**  
Chairperson - BMA Committee

**Convenor:**

**Dr. Guru Basava Aradhya S**  
HoD & Professor - MBA





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