



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

SCHOOL OF MANAGEMENT STUDIES

Report on A TWO DAY CASE STUDY WORKSHOP HELD ON 18th 19thAug,
2023 in Association with AIMS-AP Chapter, A.Y 2023-2024

Event Name	A TWO DAY CASE STUDY WORKSHOP
Event type/Name	FACULTY DEVELOPMENT PROGRAMME
Date/duration	18 th 19 th Aug, 2023 10 am to 4.30 pm
Resource person/Organiser	<p>1. Dr. Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore).</p> <p>2. Dr. R. Nandagopal, Director General Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore.& President, Association of Indian Management Schools.</p> <p>3. Prof. Poli Narayana Reddy, Director General ICBM-School of Business Excellence- HYD, RVP(SOUTH)-AIMS</p> <p>4. Dr. Irala Lokanandha Reddy, Professor, University of Hyderabad</p>
Name of Convener	<p>1. Dr. A. Adishesha Reddy, Professor& Head, School of Management Studies Lakireddy Bali Reddy College of Engineering, Mylavaram, AP Chairman, AP Chapter- AIMS</p> <p>2. Dr. K. Apparao, Principal Lakireddy Bali Reddy College of Engineering, Mylavaram, AP.</p> <p>3. Dr. K. Harinadha Reddy, Vice-Principal, LBRCE, Mylavaram, AP</p>
Target audience	100
Total No. of participants	85
Objective the event	<ul style="list-style-type: none">➤ To develop case writing skills of the participants.➤ To encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical skills of

	<p>participants.</p> <p>➤ In view of the inadequacy of suitable case literature reflecting Indian situations, the workshop aims at developing and publishing case studies for use in teaching and training sessions.</p>
<p>Description about the event:</p>	<p>In Association with AIMS AP Chapter TWO DAY CASE STUDY WORKSHOP conducted at Lakireddy Bali Reddy College of engineering, Mylavaram, AP. In the Inaugural Session, Dr. Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore) gave the opening remarks and pointed out the significance of Case based discussions.</p> <p>Dr. R. Nandagopal, Director General Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore. & President, Association of Indian Management Schools, addressed the gathering and he mentioned how AIMS is Supporting to the member institutions to organize the events for the growth and development of management education in the country.</p> <p>Prof P. Narayana Reddy, RVP-South he acted as keynote speaker. And THREE sessions were discussed the</p> <ol style="list-style-type: none"> i. Introduction To Case Method Selection of The Case ii. Interpretation of The Case iii. How to Use the case in Teaching. <p>using the live example and stories he presented the concepts to the participants.</p> <p>Prof Irala Lokananda Reddy, Professor Management Studies, University of Hyderabad, was invited as another resource person of the Workshop in his Lecture he was presented the videos that how Harward Business School (HBS) is initiating the case study discussions, the role of</p>

the teacher in case presentation and responsibility of the students in case analysis and discussions using so many live examples. In his sessions he was covered the areas like

- How To Write a Case
- Discuss the participant case presentations!

The Principal Prof. K.Apparao and Vice Principal Dr. K. Harinadha Reddy, Dr. A. Adishesha Reddy, Professor & Head, School of Management Studies Lakireddy Bali Reddy College of Engineering,

Mylavaram, AP. **Chairman, AP Chapter- AIMS.**

Conveyed Thanks to the Resource Persons and Congratulated to all the Participants in the Valedictory.

Participants given good feedback about the execution of Workshop to improve the teaching Pedagogy.



AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

A TWO DAY
**CASE STUDY
WORKSHOP**

Organized
By
MBA,
**LAKIREDDY BALIREDDY
COLLEGE OF ENGINEERING
MYLAVARAM, A.P**
in Association with AIMS



KEY NOTE SPEAKER

Prof. POLI NARAYANA REDDY
REGIONAL VICE PRESIDENT
AIMS



KEY NOTE SPEAKER

Dr. IRALA Lokanandha Reddy
Professor

UNIVERSITY OF HYDERABAD

Convenor

Dr. A. Adishesha Reddy



AUGUST 18-19 2023



**DR. SARVEPALLI RADHA
KRISHNA AUDITORIUM
LBRCE**

STUDY THE CASE INSIGHTS "CHASE THE MYSTERY"

EVENT BROUCHER



Lakireddy Bali Reddy College of Engineering
(Autonomous)

AIMS
ASSOCIATION OF
India Management Schools

School of Management Studies
Invitation

CHIEF PATRON

Sri Lakireddy Jaya Prakash Reddy
Co-Chairman,
Sri Lakireddy Prasad Reddy
Chairman

PATRON

Sri G.Srinivasa Reddy
President.
Dr. K.Appa Rao
Principal
Dr.K.Haranadha Reddy
Vice -Principal

CONVENOR

Dr.A.Adishesha Reddy
Profssor & HEAD - MBA

CO - CONVENOR

Dr.T.Rajasekhar
Professor

ORGANIZING COMMITTEE

Dr.D.Venkateswarlu, Assoc. Prof.
Dr.R.Jayalakshmi, Asst. Prof.
Dr.K.Deepika, Asst. Prof.
Dr.O.Naresh, Asst. Prof.
Mr.U.Rambabu, Asst. Prof.

REGISTRATION COMMITTEE

Mr.K. Ravi Kiran Asst. Prof.
Mr.B.Kalyan Kumar, Asst. Prof.
Mr.MB.Chakravarthi, Asst. Prof.
Mrs.Y.Nagamani, Asst. Prof.

**You're Cordially Invited
TO
"A Two day Case Study Workshop"
On August 18,19-2023
Organising in Association
With AIMS**



KEY NOTE SPEAKER

Prof.POLI NARAYANA REDDY
REGIONAL VICE PRESIDENT
AIMS



KEY NOTE SPEAKER

DR. IRALA LOKANANDHA REDDY
PROFESSOR
UNIVERSITY OF HYDERABAD

INVITATION



Estd: 1998

A TWO DAY

AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

CASE STUDY WORKSHOP

August 18th & 19th - 2023

Resource Persons



Prof. POLI NARAYANA REDDY
DIRECTOR GENERAL,
ICBM - SCHOOL OF BUSINESS EXCELLENCE,
HYDERABAD & RVP - AIMS



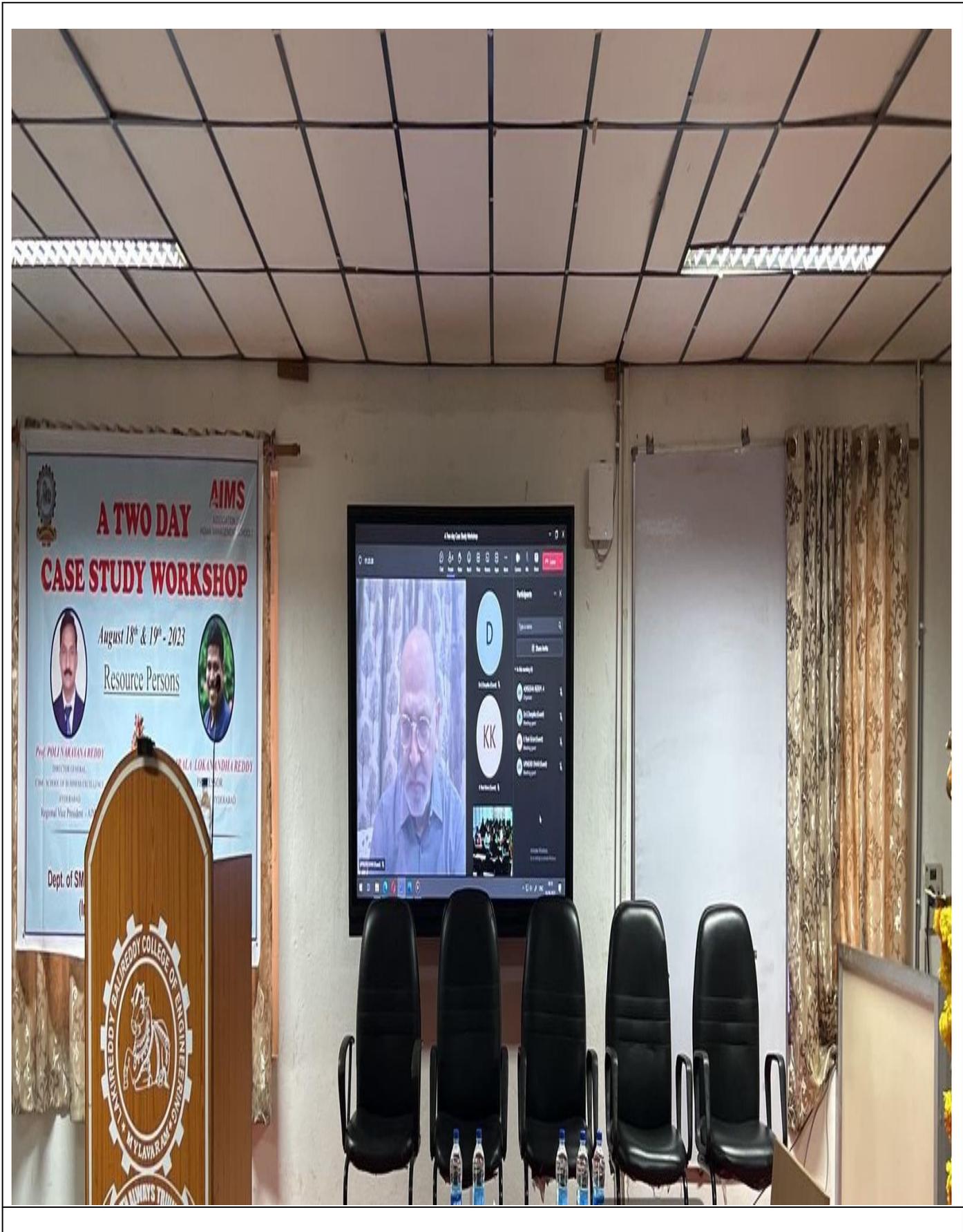
Dr. IRALA LOKANANDHA REDDY
PROFESSOR
UNIVERSITY OF HYDERABAD

Organised By

**Dept. of SMS, Lakireddy Bali Reddy College of Engineering,
(In Association with AIMS - AP Chapter)**



Lightening the Lamp by the Dignitaries





1. Dr. Upinder Dhar

2. Dr. R. Nandagopal Addressing the gathering



Dignitaries and Resource Persons on the Dias



Participants attended for the Event





Interaction of the Resource Persons with the Audience

Dr. A. Adishesha Reddy
Head of the Department