

Ashoka Education Foundation

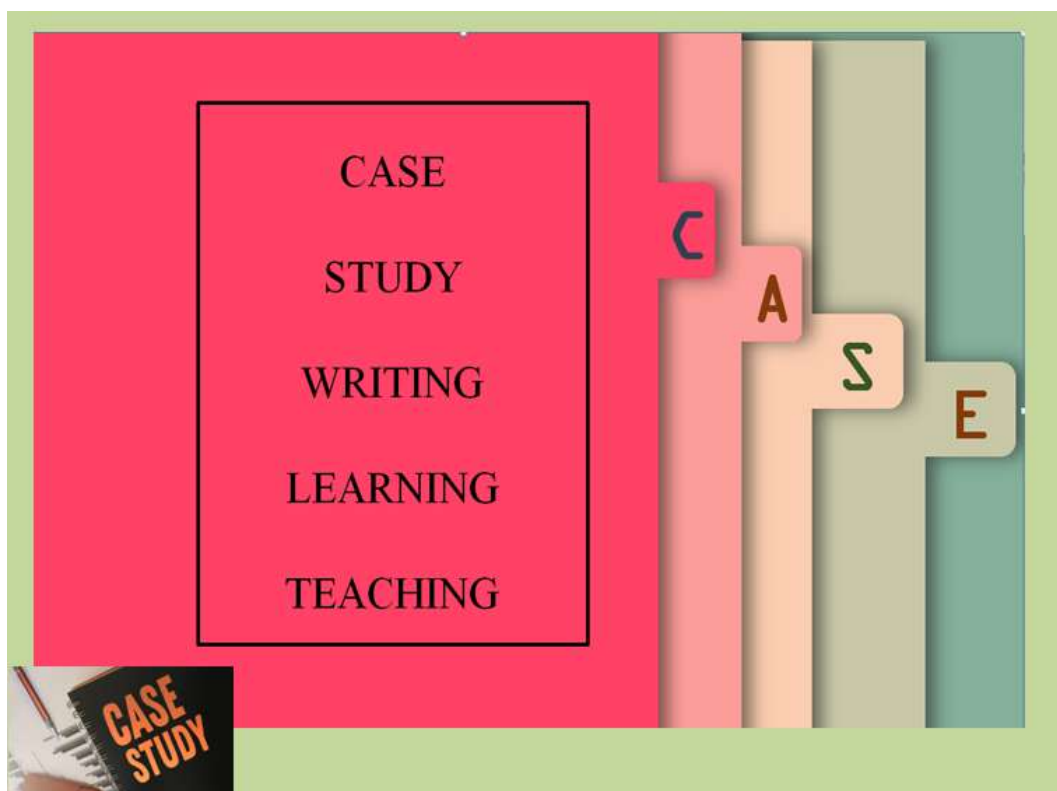
Ashoka Business School

Case Study Writing & Presentation By ABS Faculties

Introduction:

Case Studies are used as a teaching tool used to make students well acquainted with the real life situations. They are the stories that connect the theory to the actual happenings in the industry. Case studies play a crucial role in the B- Schools and management education institutes as employers are no more interested to seek the employees who are good at theory but they need people who are more efficient in solving the real life problems. Here, the importance of case studies as a pedagogy in B- Schools comes into picture and has become need of an hour. It prepares the students as well as the faculties to think over a problem in a right direction and come to multiple solutions adopting the best one that benefit in long term.

We at Ashoka always believe in moving towards excellence by adopting the best ever options available. So, to strengthen the learning of the leaders as well as the subordinates, we start with this initiative of “Designing & Presentation of case studies” by the faculties.



Sr. no.	Name Of Faculty	Title of Case
1	Pooja Gholap	Regulatory Minefield in a No - Man's Land- Pitfalls of Shadow Banking in India <i>Lessons from the spectacular failure of IL & FS- A Case Study</i>
2	Dr.Rupali K	Success Story of Miss RituGrawal as an Educator
3	Ms.Manisha B	The Wolf of Wall Street (An overview from ethical practices)
4	Dr.Vaibhav B	"Creating success through market adaptation"
5	Dr.Sarita D	Pandemic Journey from Normal to New Normal- A Management lesson from Mumbai Model Case
6	Dr.Vikas G	Intelligence is not as INTELLIGENT does- A case lens on Multiple Intelligence in the backdrop of Hollywood movie FOREST GUMP
7	Ms.Vandana S	ETHICS IN RELATIONSHIP
8	Mr.Harshal D	Impact of Pandemic on OYO
9	Pooja K	Effectiveness of Social Responsible Investment
10	Pooja G	Mind your Blind spots Mr. CEO

SESSSIONS TAKEN ON CASE STUDY & Research

Sr. no	Date	Event	Resource Person
1	26 th Sep 2020	Workshop on Case Study Writing And Teaching	Dr. Manish Verma
2	30 th Nov 2020	Preparing Research Proposals for Grants	Dr. Shailesh Kasande
3	15 th Dec 2020	Brain storming session among the faculties regarding "Case study- A Teaching Pedagogy"	All ABS Faculties
4	17 th Dec 2020	Story Telling	Mr. Harshal Daima
5	23 rd Dec 2020	ASPIRE Proposal Preparation Guidance sessions	Guided by RK & VB
6	Jan 2021	Case Study Presentation Series- By Faculties	All ABS Faculties
7	19 th Feb 2021	Development of Skills for Quality Publication in renowned Journals.	Dr. Satindar Kumar

ASHOKA EDUCATION FOUNDATIONS

ASHOKA BUSINESS SCHOOL

CASE STUDY PRESENTATION SERIES by Faculties

Sr. no.	Name Of Faculty	Title of Case	Date of Presentation
1	Dr. Rupali K	Success Story of Miss Ritu Agrawal as an Educator 10 AM	22nd Jan 2021 ✓
2	Ms. Manisha B	The Wolf of Wall Street (An overview from ethical practices)	05th Feb 2021
3	Dr. Vaibhav B	"Creating success through market adaptation"	19th Feb 2021
4	Dr. Sarita	Pandemic Journey from Normal to New Normal- A Management lesson from Mumbai Model Case	26th Feb 2021
5	Dr. Vikas G	Intelligence is not as INTELLIGENT does- A case lens on Multiple Intelligence in the backdrop of Hollywood movie FOREST GUMP	12th March 2021
6	Ms. Vandana S	ETHICS IN RELATIONSHIP / FAIR & LOVELY	26th March 2021
7	Mr. Harshal D	Impact of Pandemic on OYO	09th April 2021
8	Pooja K	Effectiveness of Social Responsible Investment	23rd April 2021
9	Pooja G	Balance Score Card: Can it be used as a performance measurement tool at B- Schools? Mind Your Blindspots Mr CEO	07th May 2021

Staff Meeting

Meeting of the staff held on 22/01/2021 at 10:00 a.m/p.m. in the Board Room, Ashoka Business School, Rane Nagar, Nashik.

Subject/Agenda..... CASE STUDY PRESENTATION SERIES [I]

(By Dr. Rupali K)

Following members attended the meeting

Sr. No	Name	Signature
1	DR. D. M. GUJARATHI	<i>[Signature]</i> 22/01/2021
2	MR. VENKAT. VENKITACHALAM	<i>[Signature]</i>
3	DR. RUPALI KHAIRE	<i>[Signature]</i> 22/1/21
4	DR. SARITA DHAWALE	<i>[Signature]</i> 22/01/21
5	DR. VIKAS GAUNDARE	<i>[Signature]</i> 22-1-21
6	DR. VAIBHAV BHALERAO	<i>[Signature]</i> 22/1/21
7	DR. TANAYA PATIL	<i>[Signature]</i> 22-1-21
8	MS. MANISHA BHANRE	<i>[Signature]</i> 22/1/21
9	MS. POOJA KUSHARE	<i>[Signature]</i> 22/01/21
10	MR. HARSHAL DAUMA	<i>[Signature]</i>
11	MS. POOJA GHOLAP	<i>[Signature]</i> 22/1/21

-Minutes of the Meeting-

12 MR. Ashwin *[Signature]*

1. A case study on life of "Ms Ritu Agrawal" was taken up by Dr. Rupali K Maam.
2. Through her presentation maam tried to put the story of the entrepreneurship journey of Ms Ritu A. who started the most esteemed educational institute named "Wisdom

High International School" in Nashik.

3. RK gave all the challenges that were faced by Ms Ritu and the ways in which she resolved these challenges and ~~how~~ achieved her goal.
4. She also tried to show the various qualities of Ritu ma'am that must be borne by a person who wish to have a bright and successful professional career.
5. After the presentation a healthy discussion on the case study took place among the faculties under the guidance of Venkat Sir & Director Sir.
6. Few suggestions for improvement in the case study were given that RK ma'am assured will be accepted & implemented.
7. Next case study presentation is by MB.

Minutes are confirmed.

Meeting was Chaired by

Dr. D.M. Sujarathi

[Signature]
23-01-21

Staff Meeting

Meeting of the staff held on 05/02/2022 at 3:pm in the Board Room, Ashoka Business School, Rane Nagar, Nashik.

Subject/Agenda... CASE STUDY PRESENTATION 2 [MB]
Topic - THE WOLF OF WALL STREET.

Following members attended the meeting

Sr. No	Name	Signature
1	DR. D M GUJARATHI	[Signature] 05/02/2021
2	MR. VENKAT. VENKITACHALAM	[Signature]
3	MS. SNEHA AWASTHI	[Signature]
4	DR. RUPALI KHAIRE	[Signature] 05/02/21
5	DR. SARITA DHAWALE	[Signature] 05/02/21
6	DR. VIKAS GAUNDARE	[Signature]
7	DR. VAIBHAV BHALERAO	[Signature] 05/02/21
8	DR. TANAYA PATIL	[Signature] 05/02/21
9	MR. HARSHAL DAYMA	[Signature] 05/02/21
10	MS POOJA KUSHARE	[Signature] 05/02/21
11	MS POOJA GHOLAP	[Signature]
12	MS MANISHA BHAMRE	[Signature] 05/02/21

Minutes of the Meeting-

1. Ms Manisha Bhamre mam gave a presentation of her case study that was based on a movie "A Wolf of Wall Street".

2. She tried her best to express her views on the person played by Max Jordan Belford, on whose life the movie is based.

3. She said that Mr. Belford entered in multiple businesses and ended up committing a fraud at the Wall Street for which he was also punished for an imprisonment. Later he becomes a motivational speaker guiding people.
4. Few questions were left open after her presentation, on which a healthy discussion took place.
5. VB said theoretical concepts should be linked to the case study a faculty presents.
6. Solution must be left upto the audience and no suggestive measures should be given in presentation.
7. Venkat sir also gave some quality inputs, which MB will be inculcate in her case study before publishing it.
8. The next Presentation is by Dr VB.

Minutes are confirmed.

Meeting was Chaired by D. D. M. Eyyasathi

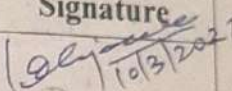
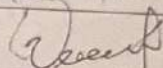
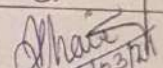
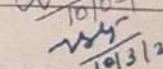
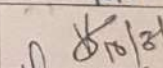
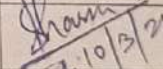
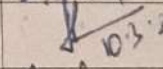


Gly...
6.02.2021

Staff Meeting

Meeting of staff held on 10/03/2021 at 10... a.m./p.m. in the Board Room, Ashoka Business School,
Rane Nagar, Nashik.

Subject/Agenda CASE STUDY PRESENTATION [VB]
By Dr. Vaibhav Bhalerao

Following members attended the meeting

Sr. No	Name	Signature
1	DR. D M GUJARATHI	 10/3/2021
2	MR. VENKAT VENKITACHALAM	
3	DR. RUPALI KHAIRG	 10/3/21
4	DR. NIKAS GAUNDARE	 10/3/21
5	DR. VAIBHAV BHALERAO	 10/3/21
6	DR. TANAYA PATIL	 10/3/21
7	MS. MANISHA BHAMRE	 10/3/21
8	MS. POOJA KUSHARE	 10/3/21
9	MR. HARSHAL DAYMA	
10	MS. POOJA GHOLAP	

-Minutes of the Meeting-

Dande Asset Management Company - A case study on CRM.

1. Dr. Vaibhav Bhalerao presented the case giving in the details about DAMG. He explained the problem that was to be addressed for the firm so as to resolve the problems, as it became hurdle in the growth of the company.

2. Dr. Vikas suggested that first story about the case must be given and then the challenges must be highlighted.
3. Mr. HD was of the opinion that leadership in any organisation play a major role & his qualities put a great impact on the work culture in an organisation.
4. Venkat Sree said that the case could be put up in a much better way. So need to work upon before putting it for publication. He still made the below suggestions:
- Questions put must provoke the students
 - Start of case must have a theme.
- Solution how DRS can be turned around must have been explained with eg like Tata & Infosys.
- Minutes are confirmed.
- Corporate Culture matters.
 - Names must be simple as too many names confused the audience.

Staff Meeting

Meeting of staff held on 17/03/2021 at 10:00 a.m/p.m. in the Board Room, Ashoka Business School, Rane Nagar, Nashik.

Subject/Agenda CASE STUDY PRESENTATION '4' [SD]
(Mumbai Model) By Dr. Sarita Dhawale

Following members attended the meeting (Topic: "Prepare for the worst, Hope for the best")

Sr. No	Name	Signature
1	Dr. D. M. GUJARATHI (Online)	
2	MR. VENKAT. VENKITACHALAM	
3	Dr. RUPALI KHAIRE	
4	Dr. VIKAS GAUNDARE	
5	Dr. SARITA DHAWALE	
6	Dr. VAIBHAV BHALERAO	
7	Dr. TANAYA PATIL	
8	Mr. HARSHAL DAYMA	
9	Ms. POOJA KUSHARE	
10	Ms. POOJA GHOLAP	

-Minutes of the Meeting-

The topic taken up was amazing and as per need of an hour.

Dr. Sarita worked on a very sensitive topic that had changed the world up side down. i.e. COVID-19.

She tried to bring into picture the incredible work done by BMC to control the COVID 19 in the

- biggest slum of the country. "Dhankai"
- "Bombay Model" was the action that controlled the COVID situation
 - So through the case it was beautifully put up how things could actually work if all the norms are rigidly followed.
 - Some suggestions were made as the case was to be presented in the international conference. They are:
 - Text in the presentation could be decreased
 - News paper / news could be added to the PPT so it increases the authority
 - The title is amazing. Just story needs to be told by creating a serious atmosphere, as the conditions were actually worst.
- Minutes are confirmed. But the topic was great & would definitely help people take more care & precautions

Staff Meeting

Meeting of staff held on 27/03/2021 at 10... a.m/p.m. in the Board Room, Ashoka Business School, Rane Nagar, Nashik.

Subject/Agenda... Case Study Presentation [Dr. VG]

INTELLIGENCE IS NOT AS INTELLIGENT DOES

A. Case lens on Multiple Intelligence in backdrop of hollywood movie - FG

Following members attended the meeting

Sr. No	Name	Signature
1	DR. D.M. GUJARATHI	[Signature]
2	MR. VENANT. VENKATACHALAM	[Signature]
3	DR. RUPALI KHAIRE	[Signature]
4	DR. VIKAS GAUNDARE	[Signature]
5	DR. SARITA DHAWALE	[Signature]
6	DR. VAIBHAV BHALERAJ	
7	DR. TANAVA PATIL	[Signature]
8	MS. MANISHA BHAMRE	[Signature]
9	MR. HARSHAL DAVNA	[Signature]
10	MS. POOJA KUSHARE	

11. MS. POOJA GHOLAP

-Minutes of the Meeting-

[Signature] 27/03

The case was presented by Dr. Vikas G. who has completed his Ph.D. with the subject based on "Multiple Intelligence Theory" proposed by Dr. H. Gardner in 1983.

The case study was also based on MI Theory & its implications through the famous hollywood movie Forest Gump.

The presentation was done in front of faculties, the director & the industry mentor.

Following were the suggestions received on the presentation:

1. The basic idea of Multiple Intellig. Theory by Gardner is based on the different capabilities of a person in 8 areas. Where today Emotional Intelligence has changed the aspect of intelligence itself & more focus could be given to the same.
2. Forrest Gump who was the protagonist in a case was itself an example of his talent & the idea of talent is merged in the concept of intelligence so a clear bifurcation would be helpful.
3. Efforts taken were appreciated.

Minutes are confirmed.

The questions at end of the case could be more precise.

Staff Meeting

Meeting of staff held on 22/06/2021 at 4:00 p.m. in the Board Room, Ashoka Business School, Rane Nagar, Nashik.

Subject/Agenda..... CASE STUDY PRESENTATION (Dr. Tanaya Patil)
 "FAIR & LOVELY"

Following members attended the meeting

Sr. No	Name	Signature
1	MR. VENKAT. VENKATACHALAM	
2	DR. SARITA. DHAWALE	
3	DR. VIKAS GAUNDARE	
4	DR. VAIBHAV BHALERAO	
5	DR. TANAYA PATIL	 22/06/21
6	MS MANISHA BHAMRE	 22.6.21.
7	MR. HARSHAL DAYMA	
8	MS POOJA. GHOLAP	
9		
10		

-Minutes of the Meeting-

- The case study presented by Dr. Tanaya was about an old brand of cosmetics "Fair & Lovely" who was into a dilemma of changing their name.
- It also highlighted the theoretical concept of "Ethical Marketing".
- She presented the case with all the relevant information gathered through

various sources.

- The suggestions made by the faculty members & expert Mr. Venkat were as follows:

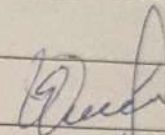
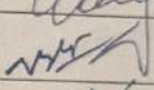

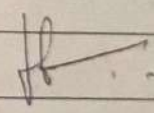
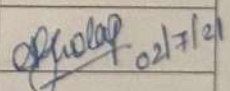
- Case needed a separate title which could have been framed & given.
 - Title & problem area would have been defined in a more appropriate way.
 - The initial part covered a lot of theory. But whereas case study is concerned more focus must be on the story and the problem area which is to be discussed & solution for the same must be identified and aimed at.
 - Case needs to be structured properly before putting it for publication.
- Minutes are confirmed. Overall good effort.

Staff Meeting

Meeting of staff held on 02/07/2021 at 4:00 a.m/p.m. in the Board Room, Ashoka Business School, Rane Nagar, Nashik.

Subject/Agenda..... CASE STUDY PRESENTATION
 HD "ENTREPRENEURIAL JOURNEY"

Following members attended the meeting

Sr. No	Name	Signature
1	DR. D M GUJARATHI	
2	MR. VENKAT VENKITACHALAM	
3	DR. VIKAS GAUNDARE	
4	DR. VAIBHAV BHALEKAR	
5	DR. SARITA DHAWALE	
6	DR. TANAYA PATIL	
7	MS MANISHA BHANRE	
8	MR HARSHAL DAYMA	
9	MS POOJA GHOLAP	
10		

-Minutes of the Meeting-

- Mr Harshal Dayma through his case study made an attempt to highlight the journey of the young entrepreneur Mr Ritesh Agrawal; the founder of "OVO ROOMS".
- Through the case study the story was very well narrated highlighting the starting & the continuous efforts