



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi
Pitchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638 052



DEPARTMENT OF MANAGEMENT STUDIES

CASE STUDY PRESENTATION BY FACULTIES :

The development and use of the cases in teaching and thus promoting learners critical thinking skills

| S.NO | Faculty Name | Case Title | Course | Year |
|------|-------------------|--|---|-----------|
| 1 | N.Tamilchelvam | Celebrities Endorsements and its impact on sales | Marketing Management | 2019-2020 |
| 2 | L.Jothibas | CSR practices prevailing in India and also CSR activities at International level | Business Ethics, Corporate Social Responsibility and Governance | 2019-2020 |
| 3 | Dr. V.Manimegalai | Women's Participation in Economic activities | Organizational Behavior | 2019-2020 |
| 4 | Mr.N.Devaraj | Developing Erode socially | General case | 2019-2020 |
| 5 | Dr. V.Manimegalai | Identification of stress level among College students | Organizational Behavior | 2019-2020 |
| 6 | K.Nathiya | Special rule of cheque and types of crossing | Legal Aspects of Business | 2019-2020 |
| 7 | J.Tamilarasu | Effectiveness of face book advertisements | Digital Marketing | 2019-2020 |