



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi
Pitchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638052.



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.	Dr. V. Manimegalai	Strategic Management at Apple Inc	Strategic Management	2021-2022
2.	Mrs. M. Lakshmi Priya	ABC logistics company	Logistics and Supply Chain Management	2021-2022
3.	Dr. K. Parthiban	Brand Management at Starbucks	Brand Management	2021-2022
4.	Mr. J.Tamilarasu	The Impact of Advertising on Sales Management	Advertising and Sales Management	2021-2022
5.	Ms. K. Arulini	Service Operations Management of ABC Limited	Service Operations Management	2021-2022
6.	Mr.P. MahendraBoopathy	Growth of XYZ Company	Training and Development	2021-2022
7.	Dr. Sivaramakrishnan	Info Global is an ITES company	Project Management	2021-2022
8	Dr.V.Manimegalai	Branding Strategies of FMCG Companies	Marketing	2021-2022
9	Dr.S.Sudha	Women Empowerment through SHGs	Human Resource Management	2021-2022
10	N.Devaraj	Financial Risk in SMEs	Risk Management	2021-2022