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

S.NO	Faculty Name	Case Title	Course	Year
1	Dr. V.Manimegalai	Optimizing Marketing Strategies for a Tech Startup	Business Research Methods	2023-2024
2	Dr.K.Parthiban	Positioning of retail shops in India	Marketing Management	2023-2024
3	Ms.K.Arulini	Documentation in International Trade	International Trade Finance	2023-2024
4	Mr.J.Tamilarasu	Effectiveness of Performance Appraisal Systems at TechX Corporation	Human Resource Management	2023-2024
5	Mr.L.Jothibasu	Leasing vs. Hire Purchasing Decision at XYZ Manufacturing	Merchant Banking an Financing	2023-2024
6	Ms.R.Prabha	Building a strong Brand: Case Analysis of Nike	Brand Management	2023-2024
7.	Ms.T.Sangeetha	Ethical Dilemmas in emerging social media technologies	Social Media and Web Analytics	2023-2024
8	Ms.K.Akila	Credit Suisse: Predicting turnover	HR Metrics and Analytics	2023-2024
9	Dr.V.Manimegalai	Maximizing Visibility: The Impact of Publicity on Event Success	Indian Ethos	2023-2024
10	Dr.K.Parthiban	Successful Rebranding: Case study on old spice	Marketing Management	2023-2024
11	Ms.K.Arulini	Assessing Earnings Performance of Company ABC	Financial Modeling	2023-2024

DEPARTMENT OF MANAGEMENT STUDIES

12	Mr.L.Jothibasu	Maximizing Customer Value: A Case Study in Retail Banking	Merchant Banking and Financial Services	2023-2024
13	Mr.J.Tamilarasu	Tata Steel's Focus on Environmental Sustainability	Information Management	2023-2024
14	Ms.R.Prabha	Successful brand promotion methods: Case Analysis of Coco-Cola	Brand Management	2023-2024
15	Ms.T.Sangeetha	Online Retail success: The case of Amazon India	Retail Management	2023-2024
16	Ms.K.Akila	System Failure Prediction- Celebal Technologies, Jaipur, India	HR Metrics and Analytics	2023-2024