

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme	Master of Business Administration				Branch/Spec.	---			
Semester	I				Version	1.0.0.0			
Effective from Academic Year			2026-27		Effective for the Batch admitted in			July 2026	
Course Code	ISE508MCA		Course Name		Management Case Analysis				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CCE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0	0	2	Theory	25	25	50
Hours	2	0	0	0	2	Practical	--	--	--

Pre-requisites

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Course Objective

The course aims to develop MBA students' skills in analyzing business cases, applying management frameworks, evaluating alternatives, and making ethical managerial decisions. It also develops their ability to communicate and justify recommendations through effective case reports, presentations, and discussions.

Course Outcomes

On successful completion of the course, the students will be able to:

CO1	Understand case method pedagogy and its role in managerial decision-making.
CO2	Analyse business situations using structured frameworks that connect conceptual tools with real business context, and extract insights.
CO3	Learn to generate realistic alternatives, assess trade-offs, and align decisions with Organisational goals and ethics.
CO4	Build communication and persuasive skills, learn to write structured case reports, and engage in constructive discussions.

Theory Syllabus

Unit	Content	Hrs.
1	Management cases: Purpose & types (decision, descriptive, dilemma), Case learning pedagogy vs lecture learning; How to read and interpret cases, identifying facts vs assumptions; How to do situation analysis: stakeholders, environment, problem identification.	6
2	Introduction to analytical tools and frameworks: SWOT, PESTEL for environmental scanning, Porter's Five Forces, Value Chain Analysis, BCG/GE matrix, 4Ps, 7S-framework, Root Cause analysis for problem structuring: Fishbone analysis, 5-Whys framework, VRIO, Industry and Competitor mapping.	10
3	Making strategic and functional decisions: Defining alternatives and evaluation criteria, Risk and uncertainty in decision-making, Ethical dimensions in managerial decisions.	6
4	Structuring a case report (executive summary, analysis, recommendations), Effective presentation of case solutions, Use of visuals (tables, charts) in communicating analysis, Group case discussions & peer feedback, Reflective learning: post-case evaluation.	8

Practical Content

Text Books

TB1	Ellet, W. (2018). <i>The case study handbook: A student's guide</i> (Rev. ed.). Harvard Business Review Press.
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Reference Books

1	Yaraddi, R. K., Kulkarni, R. R., Patil, S. R., & Navalagi, R. R. (2018). <i>Management case studies: A student's handbook</i> . Notion Press.
2	Hands, D., Ingram, J., & Jerrard, R. (2002). <i>Design management case studies</i> . Routledge.
3	Dul, J., & Hak, T. (2008). <i>Case study methodology in business research</i> . Routledge.

ICT/MOOCs Reference

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Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision), L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work, CCE= Continuous and Comprehensive Evaluation, SEE= Semester End Examination.

Mapping of CO with Programme Outcomes (PO) and Programme Specific Outcomes (PSO)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	3	0	0	2	0	0	1	0	2
CO2	3	3	0	0	3	0	0	1	0	3
CO3	2	3	0	2	2	0	0	2	0	2
CO4	1	3	0	2	2	0	0	2	0	2

3= High/substantial correlation; 2 = Medium/moderate correlation; 1= Low/slight correlation; 0= No correlation