

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									

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 organizational goals and ethics.								
CO4	Build communication and persuasive skills, learn to write structured case reports, and engage in constructive discussions								
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									
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Text Books									
TB	Ellet, William. <i>The case study handbook, revised edition: A student's guide</i> . Harvard Business Press, 2018.								
Reference Books									
1	Rangappa K Yaraddi Dr. Ramesh R Kulkarni, Dr. Shrinivas R Patil, Rajashekhar R Navalagi, Management Case Studies: A Student's Handbook.								
2	Hands, David, Jack Ingram, and Robert Jerrard. <i>Design management case studies</i> . Routledge, 2005.								
3	Jan Dul and Tony Hak, <i>Case Study Methodology in Business Research</i> , Routledge,								
4	Management Case Studies - A Student's Handbook (English, Paperback, Dr Shrinivas R Patil)								
ICT/MOOCs Reference									

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