



## VISION

To Transform the Department into high quality center imparting world class management education along with value based professional excellence.

## MISSION

To impart quality education in creation of an intellectual capital of competent management professionals and focus on nurturing innovation, entrepreneurship, research, ethics and professional expertise.

To create an excellent teaching and learning environment for our faculty and students

To develop leaders of competence, conscience, creativity and compassion.

## ELIGIBILITY

The programme is open to Faculty Members, Research Scholars & Corporates.

## IMPORTANT DATES

Last Date for Registration : 05-01-2024

Date of Event : 10-01-2024 & 11-01-2024

## REGISTRATION

Registration link :

<https://docs.google.com/forms/d/1wEfwQdAdl-7dLs7HrzF4g0vFLZMEVdddSgz6fnAg11U>

## REGISTRATION FEE

Registration Fee Rs. 400/-

Certificates will be issued to the registered participants during Valedictory function.

### FOUNDER :

(Late) Shri. D.SUDHARSSANAM, M.L.A

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Mrs. K. SARANYA, Assistant Professor

Mrs. L. JANAKI, Assistant Professor

Mrs. MANOPRIYA, Assistant Professor

### CONVENER :

Dr. G.H. KERINABBEENU, Professor & HOD, MBA

### CO-CONVENER :

Dr. K. SELVI, Professor/MBA (8124668825)

## Workshop

On

## Case Study Writing and Teaching

(Teaching how to write and analyze case)

10.01.2024 & 11.01.2024

Organized by

**Department of  
Master of Business Administration**

In Association with

**Indian Society for Training & Development  
(ISTD)**



## S.A. ENGINEERING COLLEGE

(An Autonomous Institution,

Affiliated to Anna University, Chennai)

Accredited by NAAC with 'A' Grade &

ISO 9001:2015 Certified Institution

Poonamallee - Avadi Main Road, Thiruverkadu,

Chennai - 600 077, Tamil Nadu, India.

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## ABOUT SAEC

We would like to introduce our institution S.A. Engineering College(Autonomous) as one the premier institution in the rural area of Veeraraghavapuram near Thiruverkadu, Chennai, TamilNadu, rendering educational services since 1998. The college was awarded ISO 9001:2015 certificate for academic standard by TUVNORD. Our college is accredited by NBA and NAAC with 'A' grade.

The College is well-planned and well-designed, built with more than 4 lakh square feet of constructed area. The aesthetically designed campus has ultramodern facilities with separate academic wing for each department, administration block, laboratories and workshops, state-of-the-art computer labs, spacious classrooms, well-stocked library, conference hall, separate seminar hall for each department, canteen, dining hall with hygienic kitchen, playgrounds, and separate hostel for boys and girls.

The College maintains high standards of education by providing a wide array of world-class academic facilities, employing highly qualified and experienced faculty members and creating an ambience conducive to quality education. The College offers 11 Undergraduate courses in Engineering, 4 Post Graduate courses in Engineering, Master of Computer Applications (M.C.A) and Master of Business Administration (M.B.A).

## ABOUT SAEC-MBA

The Master of Business Administration programme offered is an extension of the institution's pioneering leadership in professional education. This programme was started in the year 2005 and has produced successful MBA graduates who are working with prestigious organizations or into entrepreneurial ventures.

The programme is aimed at escalating the potential of the student and moulding them for success in the challenging business field. Well-designed academics combined with live projects, corporate interaction, affiliations to professional societies, industry aligned value added courses and soft skill training provides the fine edge to the aspirants to build a conquering career.

Ranked among the top private self-financing engineering colleges it acclaimed as the Best B School in Business Standard Survey 2021 & 2022, the Department of Management Studies has produced more than 31 Anna University Rank Holders till date.

## ABOUT WORKSHOP

Case method is a teaching approach that combines the real-life business situations with academic and theoretical frameworks. Case studies develop the analytical and thinking skills, and also help to understand the theory behind the case, all at the same time. The workshop will provide a platform to the participants to interact with seasoned case writers and develop their own case. This workshop is oriented towards developing a case and hence, participants will be able to draft their case and teaching note during the two days of the workshop.

## PROGRAM CONTENT

S.No	Day	Details	Session	Timing
1	10.01.24	Inauguration		09.00 am to 10.00 am
		<b>Dr. Meena Kumari</b> Faculty, MBA, Anna University, Chennai.	1	10.00 am to 12.00 pm
		<b>Dr. K. Selvi,</b> Professor, MBA SAEC	2	01.00 pm to 03.00 pm
2	11.01.24	<b>Dr. Padmaja Priyadarshini</b> Managing Director, M/s. HomePlanGuru, Civil Consultant Pvt. Ltd.	1	09.00 am to 12.00 pm
			2	01.00 pm to 03.00 pm

## WORKSHOP OUTCOME

- Independently identify potential case writing opportunities in their areas of specialization.
- Collect data for their cases from relevant and reliable sources.
- Develop and structure a case for dissemination in the classroom environment.
- Develop and structure a case for training their target recipients.

## PROGRAMME OUTCOMES (POs)

- P01 :** Apply knowledge of management theories and practices to solve business problems.
- P02 :** Foster Analytical and critical thinking abilities for data based decision making .
- P03 :** Ability to develop value based leadership ability.
- P04 :** Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
- P05 :** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment .
- P06 :** Ability to communicate and negotiate effectively to achieve organizational and individual goals.
- P07 : Ability to fulfill social outreach .**
- P08 :** Ability to pursue lifelong learning.

## PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- PEO I :** To provide the students with adequate skill, knowledge and confidence to seek positions (as well as growth) in organizations and excels in nurturing the spirit of entrepreneurship.
- PEO II :** To inculcate the students with a positive attitude towards work and life there by resulting in personal and professional growth.
- PEO III :** To interface with Industry through their professional managers specialized in Marketing, Manufacturing, Finance, Human resources and System thereby inculcating professional expertise in the students in their area of specialization and awareness of business environment.
- PEO IV :** To broaden the mind of the students to ensure that their contributions to the society are ethical, value based and environment friendly.

## PROGRAMME SPECIFIC OBJECTIVES (PSOs)

- PSO I :** Ability to apply conceptual foundations of management and combine it with professional integrity and social responsibility.
- PSO II :** Ability to analyse and involve in practical decision making and to lead businesses across the globe.
- PSO III :** Ability to adapt to the dynamic changes and to compete in corporate world characterized by diversity and rapid technological development.