



"Case Study Solution and Presentation"

Topic	"Case Study Solution and Presentation"
Date of event	February 18, 2011
Aim of the Event	<p>We at RDIAS, believe in the holistic development of the students. To achieve the same, we conduct various Students' Development Programmes under the Mentorship Programme.</p> <p>A session of 'Case Study Solution and Presentation' was conducted for all the students of MBA, Semester II.</p> <p>The aim of this session was to sensitize & stimulate the students to think with practical aspects and to enhance their analytical as well as problem solving skills.</p> <p>This session focused on the following:</p> <ul style="list-style-type: none">• How to study and analyse a case• How to derive the solutions of the problems / issues from the case itself• How to present in an effective manner

<p>Description of the event</p>	<p>The Case, "Kellogg's Indian Experience" was discussed. This case was distributed to all the students five days in advance so that students can get better insight of the case and that they can also collect additional information in regards with the case.</p> <p>Further, the students were divided into groups for case study presentations. Two sessions were conducted separately for both the sections of MBA, Semester – II students. The groups of the students were asked to make the presentation of the case covering the following:</p> <ul style="list-style-type: none">• Introduction of the case• Historical Facts• Challenges faced by Kellogg's• Mistakes made by Kellogg's• Approaches / Strategies adopted by Kellogg's to over come the problems• Analysis and Interpretation by students• Suggestions by the students• Conclusion <p>This session was just another step towards the holistic development of the students and to create a sustainable globally competitive human resource.</p>
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