

| Sl No | Name of the Faculty      | Title of Case Study                                                                                                      | Semester | Source Name of Book / Journal)                                               | Author                                                  |
|-------|--------------------------|--------------------------------------------------------------------------------------------------------------------------|----------|------------------------------------------------------------------------------|---------------------------------------------------------|
| 1     | Prof Sheetal Pawar       | The Leadership of Howard Schultz                                                                                         | I        | Essentials of Management / Eleventh Edition<br>Page No 103 - 104             | Harold Koontz, Heinz Weihrich                           |
| 2     | Prof Sheetal Pawar       | Defining Verifiable Goals                                                                                                | I        | Essentials of Management / Eleventh Edition<br>Page No 134-135               | Harold Koontz, Heinz Weihrich                           |
| 3     | Prof Sheetal Pawar       | Managing the Hewlett-Packard Way: Will it continue?                                                                      | I        | Essentials of Management / Eleventh Edition<br>Page No 408 - 409             | Harold Koontz, Heinz Weihrich                           |
| 4     | Prof Sheetal Pawar       | <a href="https://www.amazon.com">Amazon.com</a> One of the Most Innovative Companies under the Leadership of Jeff Bezos. | I        | Essentials of Management / Eleventh Edition<br>Page No 544 - 545             | Harold Koontz, Heinz Weihrich                           |
| 5     | Prof. Nilambika S Shetti | Journalizing & posting in Ledger                                                                                         | I        | Accounting for Management/2 <sup>nd</sup> Edition<br>Page No 1.85 – 1.87     | Dr. Maheshwari, Dr. S K Maheshwari, Sharda K Maheshwari |
| 6     | Prof. Nilambika S Shetti | Preparing Trading & P&L Account                                                                                          | I        | Accounting for Management / 2 <sup>nd</sup> Edition<br>Page No 1.189 – 1.190 | Dr. Maheshwari, Dr. S K Maheshwari, Sharda K Maheshwari |

|    |                               |                                                                                    |   |                                                                        |                                            |
|----|-------------------------------|------------------------------------------------------------------------------------|---|------------------------------------------------------------------------|--------------------------------------------|
| 7  | Prof Vishal<br>Paris<br>Bogar | Byju's – The<br>Learning App,<br>Giving Value and<br>Capturing Value               | I | Marketing<br>Management /<br>Sixth Edition<br><br>Page No 030 -<br>032 | Ramaswamy,<br>Namakumari                   |
| 8  | Prof Vishal<br>Paris<br>Bogar | Nexa: Maruti's<br>Innovative Value<br>Creation                                     | I | Marketing<br>Management /<br>Sixth Edition<br><br>Page No 030 -<br>032 | Ramaswamy,<br>Namakumari                   |
| 9  | Prof Vishal<br>Paris<br>Bogar | How ITC has been<br>Planning and<br>Achieving Growth                               | I | Marketing<br>Management /<br>Sixth Edition<br><br>Page No 030 -<br>032 | Ramaswamy,<br>Namakumari                   |
| 10 | Prof Vishal<br>Paris<br>Bogar | Differentiation and<br>Positioning:<br>Patanjali Walks<br>into India's FMCG<br>Den | I | Marketing<br>Management /<br>Sixth Edition<br><br>Page No 030 -<br>032 | Ramaswamy,<br>Namakumari                   |
| 11 | Prof<br>Sheetal<br>Pawar      | On Writing Well,<br>William Zinsser                                                | I | Business<br>Communication/S<br>econd Edition<br><br>Page No 127        | P D Chaturvedi<br>and Mukesh<br>Chaturvedi |
| 12 | Prof<br>Sheetal<br>Pawar      | A Reply Sent to an<br>Erring Customer                                              | I | Business<br>Communication/S<br>econd Edition<br><br>Page No 153        | Harold<br>Koontz, Heinz<br>Weihrich        |

|    |                                |                                                              |    |                                                                         |                                    |
|----|--------------------------------|--------------------------------------------------------------|----|-------------------------------------------------------------------------|------------------------------------|
| 13 | Prof<br>Sheetal<br>Pawar       | The Presentation<br>Effect                                   | I  | Business<br>Communication/S<br>econd Edition<br><br>Page No 191         | Harold<br>Koontz,Heinz<br>Weihrich |
| 14 | Prof<br>Sheetal<br>Pawar       | Carter Cleaning<br>Company                                   | II | Human Resource<br>Management/Elev<br>enth Edition<br><br>Page No 682    | Gary Dessler                       |
| 15 | Prof<br>Sheetal<br>Pawar       | Appraisal Blues                                              | II | Human Resource<br>Management/Elev<br>enth Edition<br><br>Page No 747    | Gary Dessler                       |
| 16 | Prof<br>Sheetal<br>Pawar       | Managing<br>Complex<br>Employment-Local<br>and International | II | Human Resource<br>Management/Sixt<br>h Edition<br><br>Page No 305       | Peter<br>Dowling,Allen<br>Engle    |
| 17 | Prof.<br>Nilambika<br>S Shetti | CAPM ( Capital<br>Asset Pricing<br>Model)                    | II | Financial<br>Management /5 <sup>th</sup><br>Edition<br><br>Page No 3.32 | M Y Khan , P K<br>Jain             |
| 18 | Prof<br>Sheetal<br>Pawar       | BMW Marketing<br>Experience about<br>Rover Car               | II | Managerial<br>Economics//Fifth<br>Edition<br><br>Page No 618            | Dr D M Mithani                     |
| 19 | Prof<br>Sheetal<br>Pawar       | Demand Elasticity<br>of Breakfast<br>Cereals                 | II | Managerial<br>Economics//Fifth<br>Edition<br><br>Page No 631            | Dr D M Mithani                     |

|    |                                |                                                                              |     |                                                                                                   |                                                      |
|----|--------------------------------|------------------------------------------------------------------------------|-----|---------------------------------------------------------------------------------------------------|------------------------------------------------------|
| 20 | Prof<br>Sheetal<br>Pawar       | Tata Nano Car<br>Break Even<br>Analysis                                      | II  | Managerial<br>Economics//Fifth<br>Edition<br><br>Page No 635                                      | Dr D M Mithani                                       |
| 21 | Prof Vishal<br>Paris<br>Bogar  | Reinventing Levi's                                                           | II  | Strategic<br>Management /<br>Sixth Edition<br><br>Page No 147 -<br>148                            | Charles W.L.<br>Hill, Gareth R.<br>Jones             |
| 22 | Prof Vishal<br>Paris<br>Bogar  | Toyota's Goal? A<br>High-Value<br>Vehicle to Match<br>Every Customer<br>Need | II  | Strategic<br>Management /<br>Sixth Edition<br><br>Page No 149 -<br>150                            | Charles W.L.<br>Hill, Gareth R.<br>Jones             |
| 23 | Prof Vishal<br>Paris<br>Bogar  | Sam Walton's<br>Approach to<br>Implementing<br>Wal-Mart's<br>Strategy        | II  | Strategic<br>Management /<br>Sixth Edition<br><br>Page No 444 –<br>445                            | Charles W.L.<br>Hill, Gareth R.<br>Jones             |
| 24 | Prof.<br>Nilambika<br>S Shetti | Central Transport,<br>Inc                                                    | III | A Logistics<br>Approach to<br>Supply Chain<br>Management/ IE<br>Indian Edition<br>Page No 473     | John J Colyle, C<br>John Langley,<br>Brain J. Gibson |
| 25 | Prof.<br>Nilambika<br>S Shetti | Ocean Spray<br>Cranberries, Inc                                              | III | A Logistics<br>Approach to<br>Supply Chain<br>Management/ IE<br>Indian Edition<br>Page No 477-478 | John J Colyle, C<br>John Langley,<br>Brain J. Gibson |

|    |                                 |                                                            |     |                                                                                                  |                      |
|----|---------------------------------|------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------|----------------------|
| 26 | Prof<br>Prabhudeva<br>S Chimmad | Logitech Ltd                                               | III | Management<br>Information<br>Systems Text and<br>Cases 4 <sup>th</sup> Edition<br>–Page no 54    | Waman S<br>Jawadekar |
| 27 | Prof<br>Prabhudeva<br>S Chimmad | LG Electronics                                             | III | Management<br>Information<br>Systems 4 <sup>th</sup><br>Edition Text and<br>Cases –Page No<br>55 | Waman S<br>Jawadekar |
| 28 | Prof<br>Prabhudeva<br>S Chimmad | Legal Notice                                               | III | Management<br>Information<br>Systems Text and<br>Cases 4 <sup>th</sup> Edition<br>–Page No 135   | Waman S<br>Jawadekar |
| 29 | Prof<br>Prabhudeva<br>S Chimmad | Which is more<br>Important –<br>Recruiting or<br>Retaining | III | Human Resource<br>Management Text<br>and Cases 2 <sup>nd</sup><br>Edition – Page no<br>142       | V S P Rao            |
| 30 | Prof<br>Prabhudeva<br>S Chimmad | You call this<br>Selection<br>Interview                    | III | Human Resource<br>Management Text<br>and Cases 2 <sup>nd</sup><br>Edition – Page no<br>166       | V S P Rao            |
| 31 | Prof<br>Prabhudeva<br>S Chimmad | The Loyal<br>Employee                                      | III | Human Resource<br>Management Text<br>and Cases 2 <sup>nd</sup><br>Edition – Page no<br>318       | V S P Rao            |

|    |                               |                                                                        |     |                                                                                        |                                                                 |
|----|-------------------------------|------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 32 | Prof Vishal<br>Paris<br>Bogar | Benefit<br>Segmentation in<br>the Oral Care<br>Market                  | III | Consumer<br>Behavior / Tenth<br>Edition<br><br>Page No 087                             | Leon G.<br>Schiffman, Leslie<br>Lazar Kanuk, S.<br>Ramesh Kumar |
| 33 | Prof Vishal<br>Paris<br>Bogar | Hello Starbucks!                                                       | III | Consumer<br>Behavior / Tenth<br>Edition<br><br>Page No 156                             | Leon G.<br>Schiffman, Leslie<br>Lazar Kanuk, S.<br>Ramesh Kumar |
| 34 | Prof Vishal<br>Paris<br>Bogar | Does Food<br>Marketing to<br>Children Cause<br>Obesity?                | III | Consumer<br>Behavior / Tenth<br>Edition<br><br>Page No 103 -<br>104                    | Leon G.<br>Schiffman, Leslie<br>Lazar Kanuk, S.<br>Ramesh Kumar |
| 35 | Prof Vishal<br>Paris<br>Bogar | MRF Tire<br>Company                                                    | III | Sales and<br>Distribution<br>Management /<br>Sixth Edition<br><br>Page No 107 -<br>108 | Tapan K. Panda,<br>Sunil Sahadev                                |
| 36 | Prof Vishal<br>Paris<br>Bogar | Food Retailing in<br>India: Challenges<br>and Opportunities            | III | Integrated Retail<br>Management<br><br>Page No 497 -<br>505                            | James R. Ogden,<br>Denise Trodden                               |
| 37 | Prof Vishal<br>Paris<br>Bogar | McDonald's &<br>Domino's: Supply<br>Chain to enhance<br>Customer Value | III | Integrated Retail<br>Management<br><br>Page No 507 -<br>515                            | James R. Ogden,<br>Denise Trodden                               |

|    |                                 |                                                                                                                             |    |                                                                                                               |                                   |
|----|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------|-----------------------------------|
| 38 | Prof.<br>Nilambika<br>S Shetti  | Procter & Gamble<br>in Japan                                                                                                | IV | International<br>Business / 6 <sup>th</sup><br>edition Page No<br>859- 861                                    | Charles W L Hill<br>, Arun K Jain |
| 39 | Prof.<br>Nilambika<br>S Shetti  | Can Madison<br>Avenue Marketing<br>help Developing<br>Countries? Case of<br>Jordan                                          | IV | International<br>Business/6 <sup>th</sup><br>edition Page No<br>901- 903                                      | Charles W L<br>Hill, Arun K Jain  |
| 40 | Prof<br>Prabhudeva<br>S Chimmad | Avoiding Disasters                                                                                                          | IV | International<br>Human Resource<br>Management Text<br>and Cases 1 <sup>st</sup><br>Edition Page No<br>335-336 | P L Rao                           |
| 41 | Prof<br>Prabhudeva<br>S Chimmad | Managing Cultural<br>Differences                                                                                            | IV | International<br>Human Resource<br>Management Text<br>and Cases 1 <sup>st</sup><br>Edition Page No<br>337-338 | P L Rao                           |
| 42 | Prof<br>Prabhudeva<br>S Chimmad | Tata Motors                                                                                                                 | IV | International<br>Human Resource<br>Management Text<br>and Cases 1 <sup>st</sup><br>Edition Page No<br>346-347 | P L Rao                           |
| 43 | Prof Vishal<br>Paris<br>Bogar   | The Power of the<br>Brand – A Best<br>Case Look at a<br>Brand<br>Transformation:<br>Mastercard’s<br>‘Priceless’<br>Campaign | IV | Strategic Brand<br>Management /<br>First Edition<br><br>Page No 072 -<br>074                                  | Richard Elliott,<br>Larry Percy   |

|    |                               |                                                 |    |                                                                                                                  |                                 |
|----|-------------------------------|-------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 44 | Prof Vishal<br>Paris<br>Bogar | Evergood Coffee                                 | IV | Strategic Brand<br>Management /<br>First Edition<br><br>Page No 096 -<br>099                                     | Richard Elliott,<br>Larry Percy |
| 45 | Prof Vishal<br>Paris<br>Bogar | Ad Campaign for a<br>young consumer             | IV | Advertising An<br>Integrated<br>Marketing<br>Communication<br>Perspective /<br>Second Edition<br><br>Page No 429 | S N Murthy, U<br>Bhojanna       |
| 46 | Prof Vishal<br>Paris<br>Bogar | Mumbai Stores                                   | IV | Advertising An<br>Integrated<br>Marketing<br>Communication<br>Perspective /<br>Second Edition<br><br>Page No 433 | S N Murthy, U<br>Bhojanna       |
| 47 | Prof Vishal<br>Paris<br>Bogar | Energy Booster -<br>Malt                        | IV | Advertising An<br>Integrated<br>Marketing<br>Communication<br>Perspective /<br>Second Edition<br><br>Page No 437 | S N Murthy, U<br>Bhojanna       |
| 48 | Prof<br>Sheetal<br>Pawar      | Tata Chemicals<br>and Tata Fertilizer<br>Merger | IV | Merger<br>Acquisition and<br>Business<br>Valuation/First<br>Edition Page No<br>234-236                           |                                 |