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business case studies and their relevance to management education many b schools outside india have adopted the case study methodology for teaching almost in all branches of management studies this trend has been seen in india also many premier b schools have implemented case study based methodology as an important pedagogical tool in management education however there is a severeshortage in indian case studies through which the b schools can provide an industryinsight to its students objectives of use of case study methodology the main objectives of using case based teaching as a major

pedagogical tool in b schools are as follows 1 to facilitate students concept development capabilities through exposure to real life problems in industries 2 to enable students to correlate theoretical topics with the techniques used in analysing complex issues in business situations 3 to develop skills using which students can develop application matrix for the theoretical topics for real life problem analysis and resolution techniques the present environment the academic environment across the world is facing a major disruption on account the global pandemic covid 19 compelling switching over to online blended versions of teaching and learning process the main drivers will be use of tools such as case methodology and simulation exercises for ensuring experiential learning asms initiative realizing this requirement asms group with nearly 250 business case studies developed by its faculty takes pleasure in offering these cases by publishing in case volumes the case studies in this book are appropriate for the courses in management studies asms group of institutes is certain that this book a bouquet of business case studies published by become shakespeare com will receive excellent response from the faculty students and industry executives in india and abroad

the book is a collection of cases for management students and other interested readers it includes both long and short cases the focus of the first three cases is project management including the one about managing risk they are semi solved but the case questions try to explore issues raised during the course of design or implementation of a given solution the next one deals with the management of change the fifth one is concerned with looming profitability the goal of the rest of the cases is management information systems mis consequently e commerce and knowledge management are talked about some are discussing generic business issues thus a range of subjects makes the collection useful for a variety of audience

case studies for business english is designed for students of business english in universities and vocational colleges studying case studies enables students to develop their analytical skills critical and strategic thinking understanding of business theory business knowledge and business communication skills students also enhance their ability to use and select the correct tool for business communication at the right time they practice experiment get feedback and gain practical skills case studies for business english is a course that is engaging motivating and pragmatic each unit contains an original case study text exercises to develop understanding and communication of business tools and strategy a step by step approach to case study analysis and report writing as well as role plays and tips on developing business communication skills for presentations and meetings in addition students can benefit from a full reference section with a step by step checklist for case study analysis a guide for exam assessment a selection of supplementary case study texts and an answer key cefr level b2 c1

this answer guide provides photocopyable example answers for all of the case studies in the student s edition business case studies 2nd edition by the same authors

most business schools use case studies in their courses however these are typically based on past cases and assigned to students to solve this book describes a new approach for teaching with case studies which was developed and applied successfully at tum school of management in this approach student teams write and solve their own case study on a topic concerning current and future businesses a case can thus be on their own startup or a strategic decision of existing companies during the course the students receive intensive coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question the authors present 17 cases covering strategic questions for startups and technology companies such as deutsche post bmw ryanair lufthansa stadtwerke münchen fielmann adidas siemens caribou biosciences eon airbus unicredit and ubs

the 46 original case studies featured in this book demonstrate that in many business sectors local people and foreigners are responding to the challenges of achieving business success while competing with integrity cases are divided into eight sub topics discussing internet and social media issues labor issues corporate social responsibility product and food safety chinese suppliers and production environmental issues corporate governance as well as business and society in china each case is followed by a discussion section with questions to prompt reflection this book is a valuable resource for students of international business and management as well as entrepreneurs and business managers working and doing business in china

covers business case studies focused on issues in emerging markets and emerging industries across the globe

fashion business cases a student guide to learning with case studies allows students to apply what they are learning in the classroom to real life situations in the global fashion industry adapted from the bloomsbury fashion business cases bfbc online resource this text will aid instructors in providing high quality examples from scholars around the world a mix of introductory intermediate and advanced cases ensure that students of all levels can develop the business communication and problem solving skills required of fashion industry professionals topics range from corporate social responsibility and sustainable fashion to transparent brand communication and cultural sensitivity this book is designed to foster critical and ethical thinking as students enter the fashion industry

this collection of best practice examples of business teaching should inspire and inform those involved in the improvement of teaching in higher education assembled by the

learning and teaching support network the examples are drawn from institutions throughout the uk including the open university sheffield hallam city university st andrews brighton de montfort liverpool john moores glasgow leeds met and plymouth individual case studies focus on everything from the use of action learning resource based learning using technology and peer assessment to the development of a knowledge management system

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transformation programs are an common feature of global companies carrying out major strategic change projects these programs combine business and technical expertise to bring together management and information systems managers rate firms transformation competencies relatively poorly and the success rate of such endeavours is correspondingly low using a variety of case studies including allianz se shell sap vodafone and mercedes benz this book provides unprecedented insights into characteristics of current transformation programs and the potential that can be leveraged by applying a holistic transformation management approach

this book is dedicated to the analysis of the entrepreneurship in successful companies by presenting and comparing a series of case studies in the asia pacific where many new companies have been growing successfully in the 21th century in total 5 cases in the manufacturing industry 4 cases in the services industry and 3 cases related to new business and social innovation are chosen from the mainland of china taiwan japan australia malaysia and vietnam each case provides insight into the entrepreneur s aspiration the processes of personal and business developments the factors of success and the inspirations drawn from the analysis these cases are analyzed and compared from the viewpoints of entrepreneur s motivation ability of foreseeing changes and opportunities in the future business environment core resources and innovation knowledge management and culture for the company determination and ethos these are critical factors in value creation for customers and the society especially in the future business environment finally commonalities and uniquenesses in entrepreneurship relevant to industry sectors and social economic cultural contexts are clarified and a typical entrepreneurship model in the asia pacific is proposed

this comprehensive guide presents specific real life examples of the strategies and tactics used by some of the world s most successful international businesses and organizations to

excel in the global marketplace divided into six major sections this important book features more than 30 case studies that span critical issues of international business globalization negotiation marketing product service quality joint ventures and strategic alliances and culturally diverse workforces each case study focuses on a particular company region or management style to clearly illustrate proven techniques for capitalizing on the cultural diversity of people products and markets with contributions from more than two dozen business executives and professors spanning the globe from japan to germany china to mexico this casebook provides a broad spectrum of current and future approaches to achieving international and cross cultural business success

case studies in australian business is a unique resource which has been written to provide senior secondary students with an insight into how the key concepts which they are studying are actually implemented by businesses guaranteed to bring the syllabus to life case studies in australian business offers students 22 in depth case studies which focus on companies based in australia the case studies have been carefully chosen to ensure that all the key requirements of the syllabus have been comprehensively covered the case studies chosen represent both small and large companies and all illustrate the way in which australian firms have responded to the challenges of globalisation customising and the technological revolution each study has also been chosen to enable students to identify the critical success factors in a specific business case studies in australian business does far more than simply outline the general principles of management finance and marketing as well as providing this information the case study approach enables students to gain much greater insight into how real businesses actually work case studies lift the theory off the page and by looking closely at certain aspects of one specific business students gain detailed information which they can then relate to the common characteristics of a much wider group of businesses case studies in australian business is packed with original source material provided by the companies featured in this book

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