



**DAAR-UL-REHMAT TRUST's**  
**A.E. KALSEKAR DEGREE COLLEGE**

KAUSA, MUMBRA  
Permanently Affiliated to the University of Mumbai  
Accredited by NAAC with B++ Grade  
ISO certified 9001:2015

<b><u>CRITERION II</u></b>	
<b>KEY INDICATOR</b>	<b>2.3 Teaching Learning Process</b>
<b>METRIC NO.</b>	<b>2.3.1</b>

- **Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences.**

### **Problem Solving Methodologies**

- **Case Studies**
- **Assignments**

# CASE STUDY

## DEPARTMENT OF M.COM

### A CASE STUDY SESSION ( INTRODUCTION , NATURE, CHARACTERISTICS AND METHODS TO SOLVE IT)

On 07<sup>th</sup> February, 2022 M.Com (Advanced Accounting and Business Management) specialization organized a A Case study session by Resource person Prof. Sayed Shakila Nawab for M.Com students. Lectures was about the Introduction, Features and Characteristics and Method to solve it.

The objective of this session was to provide comprehensive information about various types of cases arises in Corporate and Business sectors and how to solve with the helps.



**THE STUDENTS ATTENDED THE CASE STUDY SESSION**

## CONCEPT OF VARIOUS MARKETING CASES

On 08<sup>th</sup> February, 2022 M.Com (Advanced Accounting and Business Management) specialization organized a A Case study session by Resource person Prof. Sayed Shakila Nawab for M.Com students. Lectures conducted on Topics covered on 1. Marketing Case for website traffic growth.

2. The reason why Start ups become so popular in 2021
3. The concept of Green Marketing with examples and benefits.

The objective of this session was to provide comprehensive information about cases arises in Corporate sectors Marketing department and how to solve with the helps.



PROF SAYED SHAKILA NAWAB HAD CONDUCTED A CASE STUDY SESSION AND THE STUDENTS ACTIVELY TOOK PART AND LEARNT THE CONCEPT OF VARIOUS MARKETING CASES

# **DEPARTMENT OF COMMERCE**

## **M.COM –I**

### **STRATEGIC MANAGEMENT**

#### **ASSIGNMENT TOPIC 2021-22**

<b>Roll no</b>	<b>Topic</b>
1	Essence of team building with a case study
2	Revolution brought about by kishore Biyani in Retail Industry
3	Marketing strategies about by IPCL
4	Corporate Governance with a case study
5	Case study of Franchising with special reference to Mc. Donalds
6	Human resources management in Banking
7	Contribution of SSI towards Indian Economy
8	SWOT Analysis with a case study
9	Growth of Indian Banking Industry challenges and prospectors
10	Market condition and future growth strategy for the telecom operators in India
11	Liberalisation of F. D. I and its implications
12	A critical analysis on changes in the Banking sector
13	Marketing plan and policies by Archries
14	Internet Banking and its challenges and threats
15	Techniques of improving and retaining human resources with case study
16	Techniques of maintaining good labour management relation with case study
17	Sucess of Nike with respect to its marketing strategy in respect of promotion, pricing and distribution

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18	Bench marking with relevant case studies
19	Technology trends in Banking
20	Role and techniques of policy education with case study
21	Marketing and personal policies of HUL
22	An analysing of leadership styles with relevant case studies
23	Impact of motivation with employees of Shyamrao Vitthal Bank
24	Business ethics with special reference to Satyam scam
25	A study on mergers and Acquisitions with two case study on each
26	Effect on International environment by international forums with special reference to NAFTA
27	Key sucess factors from Facebook
28	How to sustain healthy environment among employees
29	Globalisation in India with case study
30	IT strategies in organization
31	Talent management in organised retail sector in India - challenges and strategies
32	Internet retailing - opportunity and challenges with case study
33	A study in Mushroom growth of Fast food retail industry in India
34	Challenges and oppportunities of Globalisation on Indian Higher Education
35	Impact of Globalisation on Indian Telecom Industry
36	Impact of Globalisation in tourism sector
37	Tackling corporate corruption : Challenge faced by Global Economy
38	Acquisition strategy with case study
39	Study of Tata Docomo's popularity among Indian mobile users
40	Emerging trends in Indian film Industry post Globalisation

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