



**ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY**  
(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)  
Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956  
Aditya Nagar, ADB Road, Surampalem,

**Title:** Case Study Methodology

**Date:** 07-12-2018

**Resource person:** Dr. Jitendra Gowrabhathini,  
Associate Professor,  
KL Business School, KL University.

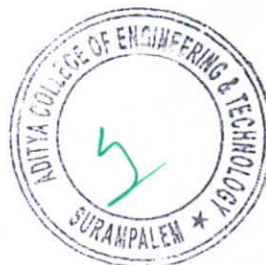
**Objective of workshop:** The objective of this workshop is to make both students and Faculty realise the need for Case studies which are a popular research method in business area. Case studies aim to analyse specific issues within the boundaries of a specific environment, situation or organization

**Beneficiaries:** Faculty and Students

**Outcome of the event:** This session created a great awareness on the importance of case study. case study is a research methodology that has commonly used in social sciences. Case studies are based on an in-depth investigation of a single individual, group or event to explore the causes of underlying principles. A case study is a descriptive and exploratory analysis of a person, group or event. A case study is a research method common in social science. It is based on an in-depth investigation of a single individual, group, or event. Case studies may be descriptive or explanatory Business case studies are usually summaries of real-life business scenarios or fictitious accounts of a business situation or dilemma. Business case studies can illustrate business theory and show the application of such theory.

**Budget**

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr.Jitendra Gowrabhathini)	8500/-
2.	T.A/D.A	900/-
3.	Venue related Expenditure (Banner printing, Bouquets)	313/-
4.	Snacks and Drinks ( 50X Rs.30/-)	1500/-
5.	Helpers and water supply Purpose (2X Rs. 100/-)	200/-
<b>Total amount</b>		<b>11413/-</b>



Principals  
Aditya College of Engineering  
& Technology  
SURAMPALAM-533437



# ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

Seminar on Case study methodology  
By

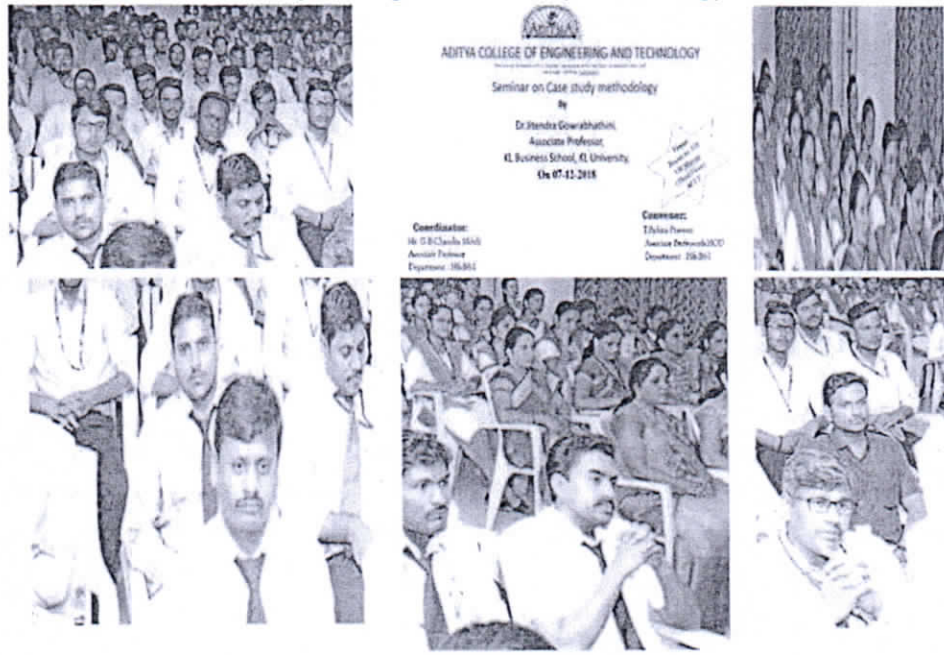
Dr. Jitendra Gowrabhathini,  
Associate Professor,  
KL Business School, KL University,  
On 07-12-2018



**Coordinator:**  
Mr. G.B.Chandra Mouli  
Associate Professor  
Department : H&BS-I

**Convenor:**  
T.Padma Praveen  
Associate Professor & HOD  
Department : H&BS-I

Gallery coverage of Case study methodology



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