



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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February 26, 2026

REPORT- Case Study Workshop

Academic Year 2025-26

Event Title: Case Study Workshop

Organizing Unit: Training & Placement Cell (Department of Business Administration)

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Event Coordinators: Dr. Bharti Chaudhary, Dr. Monika Sharma, Ms. Shraddha Sharma

Event Date: February 26, 2026

Event Time: 11:00 a.m.

Event Venue: Room 991

Total Participants: 88

Event Overview

The Training & Placement Cell, Department of Business Administration, MAIMS, organised a **Case Study Workshop** which aimed at equipping students with essential analytical and problem-solving skills required to effectively interpret and analyse business case studies. The workshop focused on understanding the structure of a case study, identifying key issues, applying relevant theoretical concepts, and developing practical solutions with logical reasoning. Students were guided on how to critically evaluate situations, extract meaningful insights, and present structured responses to achieve well-defined outcomes. The workshop provided valuable exposure to real-world business scenarios, enhancing students' decision-making abilities and preparing them for academic evaluations, internships, and placement opportunities.

Introduction to the Speaker

The workshop was conducted by Mr. Pawan Kumar, a Senior Verbal Faculty at T.I.M.E. with 7+ years of experience preparing students for CAT, GMAT, CUET, CLAT, and IPMAT. He specializes in verbal ability, GD-PI, WAT, and SOP training, and is known for his engaging, concept-driven teaching style. With a background in risk management and consulting, he brings analytical depth and clarity to student success in top competitive exams.



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Purpose of the Workshop

- To guide students on how to systematically analyse and interpret business case studies.
- To help students identify key problems, underlying issues, and critical decision points within a case.
- To educate students on applying relevant theoretical concepts and frameworks to practical business situations.
- To enable students to present well-structured, logical, and outcome-oriented solutions effectively.

Key Highlights

1. Structured Approach to Case Analysis

The workshop introduced students to a systematic framework for analysing case studies, beginning with understanding the background, identifying core issues, and recognising key stakeholders. Emphasis was placed on breaking down complex information into manageable components for clearer interpretation.

2. Identification of Core Problems and Root Causes

Students were guided on distinguishing between surface-level symptoms and the actual underlying problems within a case. Techniques such as root cause analysis and logical sequencing were discussed to ensure well-informed decision-making.

3. Application of Theoretical Concepts

The workshop encouraged students to apply relevant management theories, models, and business frameworks to real-life scenarios. This helped bridge the gap between classroom learning and practical business problem-solving.

4. Development of Structured and Outcome-Oriented Solutions

Participants learned how to formulate practical, realistic, and data-supported solutions. Special focus was given to presenting answers in a structured format — including problem identification, analysis, alternatives, and final recommendations.

5. Interactive Discussion and Learning Insights

The workshop involved active participation, where students shared perspectives, debated possible solutions, and received constructive guidance. This interactive approach enhanced critical thinking, clarity of thought, and confidence in handling complex business situations.

Conclusion

The Case Study Workshop served as a valuable and practical learning platform for students. The structured approach to analysing real-world business scenarios, combined with interactive discussions and guided evaluation, provided meaningful insights into effective problem-solving and decision-making techniques.

The initiative by the Training & Placement Cell significantly contributed to enhancing students' analytical thinking, structured approach towards complex situations, and overall preparedness for academic assessments, internships, and placement opportunities.

