



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT



Report on the Guest Lecture

“CASE BASED LEARNING: BRIDGING THEORY AND PRACTICE”

Name of the event: - GUEST LECTURE

Date of the event: - 29Th January 2025

Venue: - MBA Seminar Hall

Time: - 11:00 am to 12:30 pm

Introduction

IIC and the Kaizen Club jointly presented a guest lecture titled "Case-based Learning: Bridging Theory and Practice." The speaker, Dr. Gurunadham Goli, Associate Professor and Assistant Dean of Research at SR University, Warangal, discussed the value of case studies in bridging the gap between theoretical knowledge and practical application. He emphasized how analysing real-world business scenarios through case studies helps students understand the types of problems businesses face and how these studies contribute significantly to academic success.

Event Highlights

- Dr. Gurunadham Goli provided insights into the significance and various types of case studies, facilitating students' understanding of real-world business challenges.
- Case study analysis prepares individuals for the dynamic changes in organizational environments.
- The session focused on developing students' problem-solving and critical thinking skills through effective case analysis.
- Participants explored decision-making, evaluation, and problem-diagnosis techniques to assess case studies.
- The session incorporated real-world scenarios from companies such as AMS Fertilizer and Satyam Computers to facilitate understanding.
- The session provided opportunities for students to develop their evaluation, analysis, and problem-solving skills through an interactive discussion and a hands-on case study exercise.

Glimpses of the event



