



DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

Descriptive Report

Name of Activity: Workshop on Case Study Development

Date: 30th July 2022

Day: Saturday

Venue: A V Room

Time: 10:10 am to 11:30 am

Beneficiaries: All Faculties of Aided and SFC courses

Resource Person: Dr. Arijit Bhattacharya, Associate Dean (Research), IBS Mumbai.

Case studies capture a range of perspectives, as opposed to the single view of an individual through a survey response or interview. This gives the opportunity to gain a greater understanding of the subject in hand and reduces the potential for any bias. It has been used by researchers for a long time and has been applied in different disciplines, mainly social sciences, as a qualitative research method to investigate contemporary real-life situations and has provided a foundation of application of ideas and extension of methods.

With this goal in mind, The Department of Self Finance Courses along with Research Promotion Cell had organised a Workshop on “Case Study Development” on 30th July 2022 from 10.00am onwards, in association with ICFAI Business School, Powai and Research Promotion Cell, a quality initiative by Self Finance courses & IQAC.

The Resource person explained the method of building a Teaching Case Study through practical examples from his own experience. He also explained the preparations required before starting the writing of a case study, sources of case ideas, formula for case writing, structure of a case and the method of writing the opening paragraph of a case.



DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

The workshop was thoroughly enjoyed by all faculties as it was interactive and practical and gave a perspective on development of case studies for teaching.

A total of 62 faculties attended the workshop.

EVENT FLYER

 Satish Pradhan Dnyanasadhana College, Thane
(Arts, Science and Commerce)
Re-accredited "B+" Grade (3rd cycle, CGPA 2.69) by NAAC
ISO 21001:2018 (Certified) 

Department of Self Finance Courses
in association with
ICFAI Business School, Powai
&
Research Promotion Cell
(A quality initiative by Self Finance courses and IQAC)
organizes
WORKSHOP
on
“Case Study Development”



Date: 30/07/2022 **Venue : AV Room** **Time: 10.00AM**

 **Speaker : Dr. Arijit Bhattacharya**
Associate Dean (Research)
IBS, Mumbai

Dr. Shraddha Bhome
Vice Principal-SFC

Dr. Ganesh Bhagure
Principal



DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE

(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai

ISO 21001:2018 Certified



DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE		
Format for Communication of NOTICE		SPDC/AC/F01
Revision No. 01		Dated: 10.04.2022
Name of Department /Committee: ISO Certification Committee		Academic Year: 2022-2023
Notice No. 01	Date of Notice : 25/06/2022	Page 1 of 3

NOTICE

Department of Self Finance Courses has organised a Workshop on Case Study Development as per following details :

Date: 30th July 2022

Day: Saturday

Venue: A V Room

Time: 10:10 am to 11:30 am

Dr. Shraddha Bhome

(VICE PRINCIPAL – SFC)

INVITE AND APPRECIATION LETTERS



DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

DNYANASADHANA, THANE SOCIETY'S
EST : 1980 (Reg. No. MAH/759/THN)
SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)
Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

SPDSC/ GAG/2022-23 *o/c* Date: 23/7/2022

To,
Dr. Arijit Bhattacharya
Associate Dean (Research)
IIS, Mumbai

Subject: Invitation Letter

Respected Sir,

On behalf of Satish Pradhan Dnyanasadhana College, Thane, it is an honor and privilege to invite you as a Speaker for the One Day Workshop on Case Study Development under Research Methodology on 30th July, 2022.

We would be grateful if you kindly grace the event and share your expertise with all participants and researchers on 30th July 2022.

We look forward to a positive confirmation.
Thank you.

Respectfully Yours,

[Signature]
Dr. Shraddha Bhosne,
Vice Principal

[Signature]
Dr. Ganesh R. Bhagure
Principal

Website : www.dnyanasadhanacollege.org • Email : spdc@office@dnyanasadhanacollege.org
Off. Eastern Express Highway, Dnyanasadhana Marg, Thane (W) - 400604 © 25821615/25830722

Scanned by Scanmy

DNYANASADHANA, THANE SOCIETY'S
EST : 1980 (Reg. No. MAH/759/THN)
SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)
Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

SPDSC/ GAG/2022-23 *o/c* Date: 30/7/2022

To,
Dr. Arijit Bhattacharya
Associate Dean (Research)
IIS, Mumbai

Subject: Thank you letter

Dear Sir,

We at Satish Pradhan Dnyanasadhana College, Thane express deep gratitude for sharing your valuable time and motivating the researchers as the Speaker for the One Day Workshop on Case Study Development under Research Methodology on 30th July, 2022.

We appreciate your efforts for our participant's enhancement and looking forward to your continued patronage with our institution.

Thanking you,

[Signature]
Dr. Shraddha Bhosne,
Vice Principal

[Signature]
Dr. Ganesh R. Bhagure
Principal

Website : www.dnyanasadhanacollege.org • Email : spdc@office@dnyanasadhanacollege.org
Off. Eastern Express Highway, Dnyanasadhana Marg, Thane (W) - 400604 © 25821615/25830722

PROFILE – DR. ARIJIT BHATTACHARYA



DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

Contact

www.linkedin.com/in/profarijit
(LinkedIn)
www.arijitb.com/ (Personal)

Top Skills

Research
Management
Market Research

Languages

English (Full Professional)

Certifications

IIM-Ahmadabad - Fashion Retail
Management

Dr. Arijit Bhattacharya

Associate Dean (Research)-IBS Mumbai (www.arijitb.com)
Maharashtra, India

Summary

www.arijitb.com

Experience

IBS Business School
Associate Dean (Research)
June 2016 - Present (6 years 10 months)

Lala Lajpatrai Institute of Management
Assistant Professor of Marketing
July 2013 - May 2016 (2 years 11 months)

Institute of Business Studies and Research
Senior Lecturer
August 2011 - June 2013 (1 year 11 months)
Navi Mumbai

Sutherland Global Services
Transition Lead
2007 - 2010 (3 years)

Education

SVKM's Narsee Monjee Institute of Management Studies (NMIMS)
Doctor of Philosophy (PhD), Marketing - (2013 - 2019)

Name of the Speaker- Dr Arijit Bhattacharya

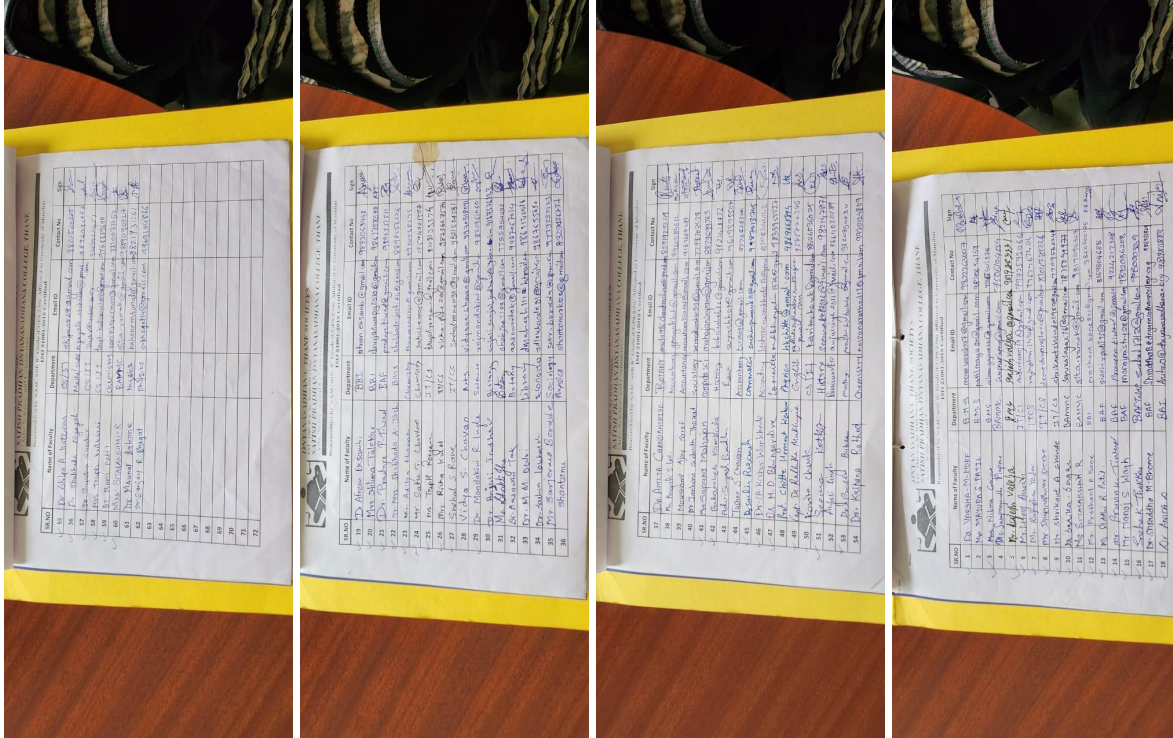
Contact Number : 86938 69069

ATTENDANCE



DNYANASADHANA, THANE SOCIETY'S
 EST : 1980 (Reg. No. MAH/759/THN)
SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
 (Arts, Science and Commerce)

Reaccredited by NAAC with B+ Grade (CGPA 2.69) Affiliated to University of Mumbai
 ISO 21001:2018 Certified



PHOTOGRAPHS OF THE EVENT





DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

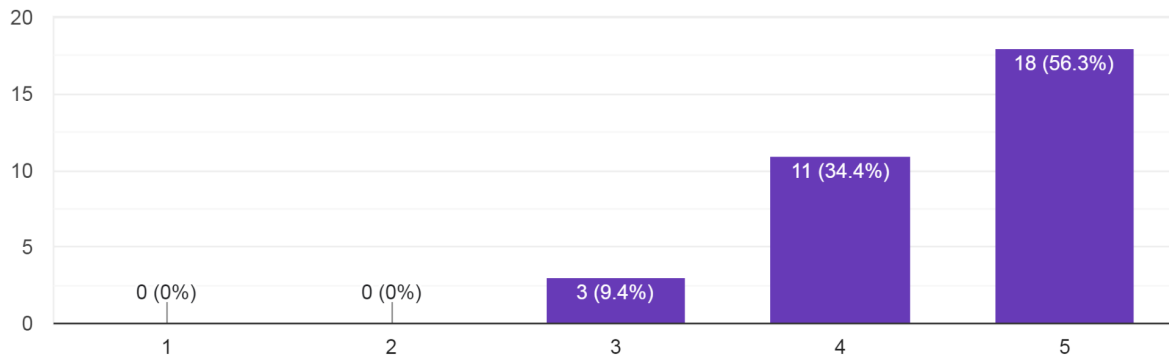
Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified



FEEDBACK ANALYSIS OF THE EVENT

How satisfied were you with the session contents?

32 responses



We have collected online feedback from our 32 respondents. A special five-point scale feedback form was circulated. Over 56.3% responded as highly satisfied, 34.4% responded as very satisfied.



DNYANASADHANA, THANE SOCIETY'S

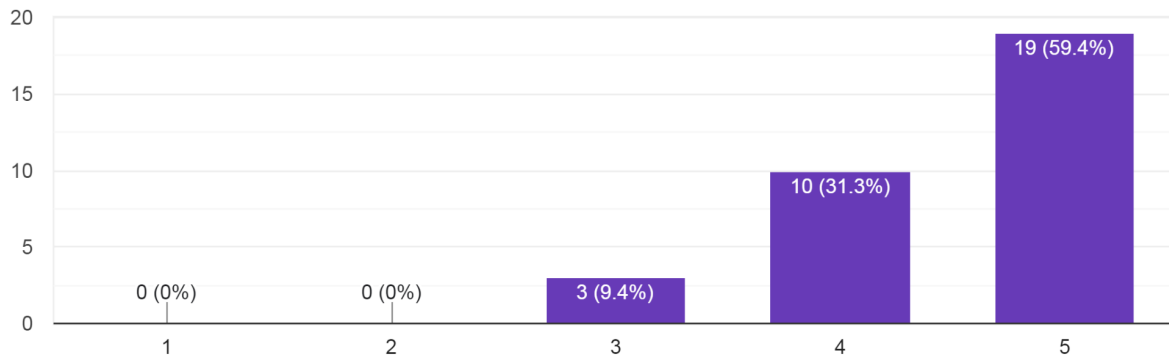
EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

How relevant and helpful do you think it was for you?

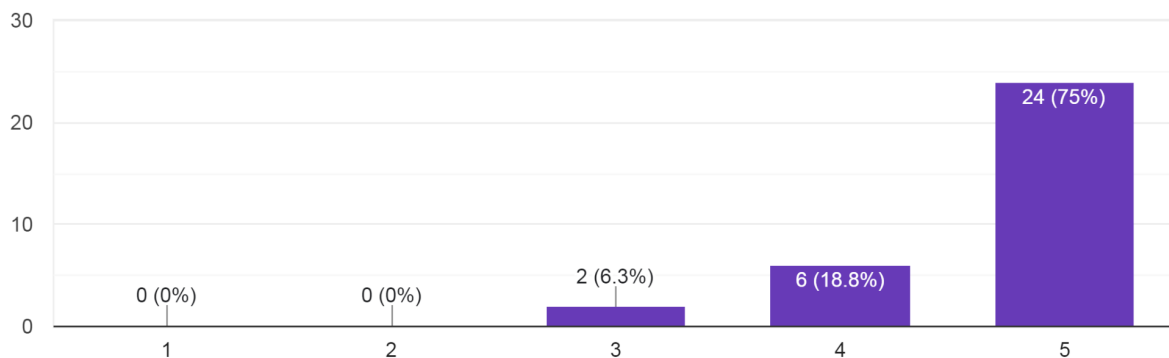
32 responses



We have collected online feedback from our 32 respondents. A special five-point scale feedback form was circulated. Over 59.4% responded as highly relevant, 31.3% responded as very relevant.

How satisfied were you with the Offline platform?

32 responses





DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

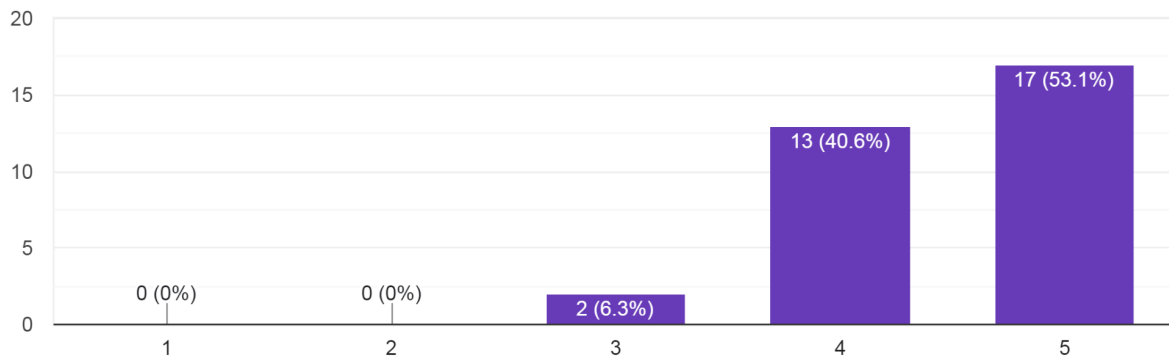
SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

We have collected online feedback from our 32 respondents. A special five-point scale feedback form was circulated. Over 75% responded as Excellent, 18.8% responded as very good.

Engagement by the speaker w.r.t. contents and presentation.

32 responses



We have collected online feedback from our 32 respondents. A special five-point scale feedback form was circulated. Over 53.1% responded as Excellent, 40.6% responded as very good.



DNYANASADHANA, THANE SOCIETY'S

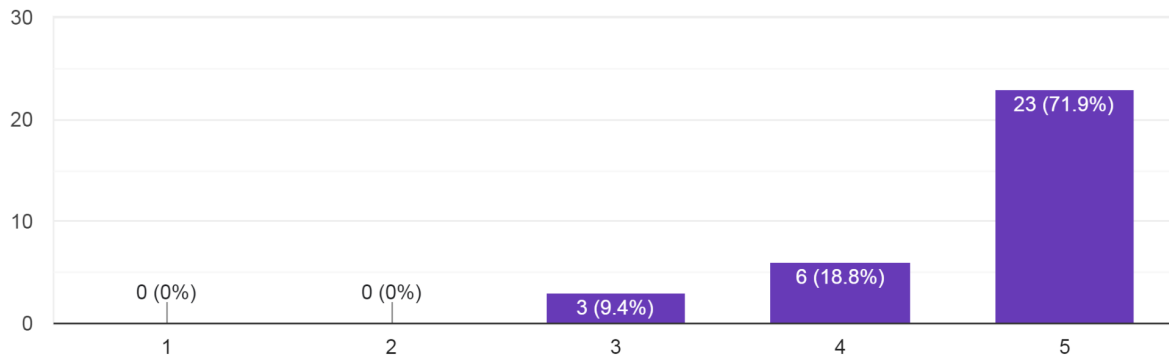
EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

Overall Experience

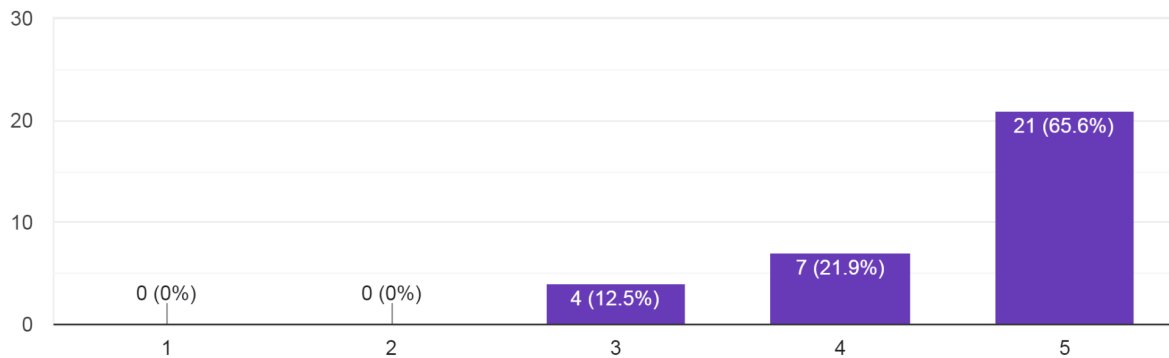
32 responses



We have collected online feedback from our 32 respondents. A special five-point scale feedback form was circulated. Over 71.9% responded as Excellent, 18.8% responded as very good.

Express Learning Outcomes from this session

32 responses





DNYANASADHANA, THANE SOCIETY'S

EST : 1980 (Reg. No. MAH/759/THN)

SATISH PRADHAN DNYANASADHANA COLLEGE, THANE
(Arts, Science and Commerce)

Reaccredited by NAAC with B⁺ Grade (CGPA 2.69) Affiliated to University of Mumbai
ISO 21001:2018 Certified

We have collected online feedback from our 32 respondents. A special five-point scale feedback form was circulated. Over 65.6% responded as it is very much informative, 21.9% responded as very informative.



PRINCIPAL

*Satish Pradhan Dnyanasadhana College,
Thane (Arts, Science & Commerce)*