

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business Case Studies & Simulations
Course Code:	3MS3010108P
Pre-requisite Course:	None

Course Objectives:

1. To introduce students to business case studies and organizational practices.
2. To develop analytical and decision-making skills through case-based learning.
3. To enhance teamwork, communication, leadership, and negotiation skills through business simulations.
4. To apply fundamental management concepts in real-world business situations through experiential learning.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	4	2	-	-	-	50	50

Subject Contents:

Module No.	Contents	Total Hours	Weightage (%)
1	Introduction to Business Cases and Organizational Understanding Nature and purpose of business case studies, Types of business cases Reading and analysing business cases, Understanding organizations and business environment, Identifying business issues and opportunities Functional areas of management through cases (Marketing, Finance, HR, Operations, Entrepreneurship), Stakeholder analysis, Business ethics through cases, Case presentation techniques	15	50%
2	Business Simulations and Experiential Learning Introduction to business simulations, Role plays, Management games, Team-building exercises, Negotiation simulations, Customer service simulations, Startup simulations, Product launch exercises, Business communication simulations, Leadership simulations, Crisis management exercises, Simulation report writing, Presentation and reflection	15	50%

Text Books

1. Ellet, William. The Case Study Handbook: A Student's Guide. Harvard Business Review Press.
2. Healy, M., & Iles, P. (2019). Business Simulations: Learning through Experience. Publisher - Kogan Page.

Reference Book

1. Christensen, C. R., Andrews, K. R., Bower, J. L., Hamermesh, R. G., & Porter, M. E. (2017). Business Policy: Text and Cases. McGraw-Hill Education.
2. Erskine, J. A., Leenders, M. R., & Mauffette-Leenders, L. A. (2011). Teaching with Cases (3rd

Edition). Ivey Publishing.

3. Salas, E., Wildman, J. L., & Piccolo, R. F. (2009). Using Simulation-Based Training to Enhance Management Skills. Routledge.

Recommended Journals

1. Harvard Business Review – Harvard Business Publishing
2. The CASE Journal – Emerald Publishing
3. Journal of Management Education – SAGE Publications
4. Academy of Management Learning & Education – Academy of Management
5. Decision Sciences Journal of Innovative Education – Wiley
6. Journal of Education for Business – Taylor & Francis
7. Simulation & Gaming – SAGE Publications
8. International Journal of Training and Development – Wiley
9. Management Teaching Review – SAGE Publications
10. Business Horizons – Elsevier

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the nature, purpose, and types of business case studies and identify business issues, stakeholders, and ethical concerns in organizational contexts.	Understand
CLO2	Analyze business cases by applying concepts from marketing, finance, human resource management, operations, and entrepreneurship to recommend appropriate managerial solutions.	Analyze
CLO3	Apply business simulation techniques, including role plays, management games, negotiations, and leadership exercises, to solve real-world business problems collaboratively.	Apply
CLO4	Evaluate alternative business decisions using simulation outcomes and case evidence, and communicate recommendations effectively through reports, presentations, and reflective learning.	Evaluate

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M	L	L	H	L	M	L	H	L
CLO2	H	H	H	M	M	M	M	L	H	H
CLO3	M	H	H	H	M	H	L	M	H	H
CLO4	M	H	H	H	M	M	M	H	H	H

H: High, M: Medium, L: Low
