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learning an ornament in prosperity a refuge in adversity a cheerer in solitude but nevertheless an incessant process which never gets unsaturated realizing the scarcity of case studies based on indian companies and the relevant business environment amity business

school amity university initiated the spirit of creating focused authentic and contextually relevant indian case studies this book on management case studies is a modest attempt towards this relentless pursuit it is a compilation of thirty eight select case studies contributed by some of the eminent academicians corporate practitioners and students from across the country and abroad this humble contribution to the growth of intellectual capital in the academics is munificence of 3rd renvoi a case study competition in management held at amity business school amity university the book has been divided into seven sections it operations management strategic management entrepreneurship small business management marketing finance economics governance concern and human resources we are confident that this book will prove a valuable companion in classroom discussions and executive development and training programs

a new edition of the most popular book of project management case studies expanded to include more than 100 cases plus a super case on the iridium project case studies are an important part of project management education and training this fourth edition of harold kerzner s project management case studies features a number of new cases covering value measurement in project management also included is the well received super case which covers all aspects of project management and may be used as a capstone for a course this new edition contains 100 plus case studies drawn from real companies to illustrate both successful and poor implementation of project management represents a wide range of industries including medical and pharmaceutical aerospace manufacturing automotive finance and banking and telecommunications covers cutting edge areas of construction and international project management plus a super case on the iridium project covering all aspects of project management follows and supports preparation for the project management professional pmp certification exam project management case studies fourth edition is a valuable resource for students as well as practicing engineers and managers and can be used on its own or with the new eleventh edition of harold kerzner s landmark reference project management a systems approach to planning scheduling and controlling pmp and project management professional are registered marks of the project management institute inc

asia is a continent of contradictions and boundaries it offers exciting business opportunities but is also characterized by unpredictability and conflict while flexibility and creativity are in the dna of many startups in china major players like xiaomi and alibaba have also emerged as global giants challenging established global competitors the authors of this book show that these companies are crossing various boundaries between cultures mindsets and perspectives at the same time western companies entering asian markets face challenges that are very different from those on their home turf this book addresses the needs of current and future managers doing business in asia who need to understand the individual social and business challenges that can arise from crossing boundaries the respective case studies provide essential insights on how several asian companies have made impressive strides towards becoming

established players how the revival of local brands and growing pride in local products has become a major challenge for global competition how the need to actively practice corporate social responsibility in asian markets is currently challenging many companies and how the need for individual and team coaching among the members of management to support a company s development has grown tremendously calling for new solutions

most business schools use case studies in their courses however these are typically based on past cases and assigned to students to solve this book describes a new approach for teaching with case studies which was developed and applied successfully at tum school of management in this approach student teams write and solve their own case study on a topic concerning current and future businesses a case can thus be on their own startup or a strategic decision of existing companies during the course the students receive intensive coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question the authors present 17 cases covering strategic questions for startups and technology companies such as deutsche post bmw ryanair lufthansa stadtwerke münchen fiemann adidas siemens caribou biosciences eon airbus unicredit and ubs

encouraged by the unprecedented response to the first volume of sensitive stories of corporate world authors shyam bhatawdekar and dr kalpana bhatawdekar were motivated to write its second volume the first volume contained large number of management case studies the second volume contained many more our readers have been requesting the authors to club the two volumes of sensitive stories of corporate world and bring out a combined version of volumes 1 2 of the title therefore presented here is the combined version of sensitive stories of corporate world shyam bhatawdekar and dr kalpana bhatawdekar are topnotch business executives highly sought after business and management consultants eminent management gurus authentic human behavior experts and prolific authors their interactions with and keen study of the people in the business world the corporate companies and life in general paved way to write on those subtle aspects of human life that easily get ignored but come to think of it they are the real makeup of the life at large the book therefore includes such shades of corporate and business life and life in general that touch the soft and sensitive spots of human nature

this book presents practical understanding of the management problems broadly it is meant for the students who have basic training in management or commerce and also for those with little or no formal management background like mca and engineering for management professionals essential principles and concepts of management that are particularly relevant for understanding the problems of management are highlighted through issues for discussion thus the book is of special value for undergraduate and postgraduate courses like bba mba mhrd mib as well as for b tech and mca the case material is sufficiently broad in scope and rigorous in coverage to satisfy

any undergraduate and postgraduate courses in the field of management each case study provides a descriptive analysis of the critical problems faced by leading organisations further more each case study is chosen to reflect and illustrate a specific problem each case study contains one relatively successful and the other less so in dealing with one or more of the critical issues or problems all the case studies have been updated to reflect the latest available information of the corporate world issues for discussion in each case are an attempt to explore the various facets of management principles involved for solving the problem

embark on a captivating journey into indian business management with decoding success indian business management case studies by dr girish kelkar this distinguished scholar presents 30 enlightening case studies delving into the dynamic world of business in india enhanced by iicmr college faculty this compilation goes beyond mere studies offering a profound exploration of decision making complexities in the indian business environment rooted in real world scenarios each case study bridges theory and application providing strategic perspectives crucial for understanding indian business nuances whether you re a student or a seasoned professional this book is an invaluable resource for gaining practical wisdom applicable to today s dynamic business landscape

get a 360 degree view of digital project management learn proven best practices from case studies and real world scenarios a variety of project management tools templates models and frameworks are covered this book provides an in depth view of digital project management from initiation to execution to monitoring and maintenance covering end to end topics from pre sales to post production the book explores project management from various dimensions each core concept is complemented by case studies and real world scenarios the complete guide to digital project management provides valuable tools for your use such as frameworks governance quality knowledge transfer root cause analysis digital product evaluation digital consulting estimation templates estimation staffing resource induction raci models governance estimation pricing digital maturity continuous execution earned value management and effort forecast metrics project management quality what you ll learn study best practices and failure scenarios in digital projects including common challenges recurring problem themes and leading indicators of project failures explore an in depth discussion of topics related to project quality and project governance understand agile and scrum practices for agile execution see how to apply quality management in digital projects including a quality strategy a quality framework achieving quality in various project phases and quality best practices be able to use proven metrics and kpis to track monitor and measure project performance discover upcoming trends and innovations in digital project management read more than 20 real world scenarios in digital project management with proven best practices to handle the scenarios and a chapter on a digital transformation case study who this book is for software project managers software program managers account managers software architects lead developers and digital enthusiasts

this text explains research design implementation analysis and assessment criteria with a focus on specific procedures unique to sport management

a collage of case studies for prospective managers that emphasizes on problem solving decision making and effective management based on the conviction that effective practice requires both leadership and managerial experience this text provides a mix of problems that require administrative decisions as presented in 20 case studies in today s world practitioners should be able to identify problems correctly and then be able to effectively find solutions for those problems the cases in this book are designed to make readers think about common problems of practice by encouraging them to bridge theory and practice

this book shows how strategic management can be practiced in the context of flexibility it discusses strategic formulation and implementation perspectives and practices including vision and mission general environment analysis industry analysis competitive advantage resource and capability view generic strategies business level strategy corporate level strategy international strategy change and turnaround strategic implementation and strategic controls as well as flexibility embedded in these concepts it can be used as a primary textbook for managerial programs for executives and as a supplementary case textbook for core mba courses exploring strategic formulation and strategic implementation concepts from a flexibility perspective it is also an excellent companion to leading strategic management textbooks

a comprehensive reference that addresses the need for solid understanding of the operation of ip networks plus optimization and management techniques to keep those networks running at peak performance uniquely distinguished from other books on ip networks as it focuses on operation and management support and is not just another treatise on protocol theory includes many practical case studies as further illustration of the concepts discussed

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