

DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
II BBA (Honours) · III Semester

C A S E S T U D Y R E P O R T

Case Study Presentation

on Contemporary Business Organizations

COURSE	Organisational Behaviour
PROGRAMME	II BBA (Honours)
SEMESTER	III Semester
DATE	17 November 2025

CASE STUDY REPORT

Case Study Presentation on Contemporary Business Organisations

1. Title of the Activity

Case Study Presentation on Contemporary Business Organizations

2. Objectives of the Activity

The primary objective of this activity was to enhance analytical and critical thinking skills among students by engaging them in real-world business case studies. Specific objectives included:

- Enable students to understand organisational behaviour through practical exposure to real-world business scenarios.
- Bridge the gap between theoretical knowledge and its practical application in contemporary organisations.
- Develop effective communication, presentation, and research skills among students.
- Encourage critical interpretation and analysis of business situations drawn from national and international companies.

3. Description of the Activity

As part of the Organisational Behaviour course, students of II BBA (H), III Semester were assigned individual case studies on various national and international companies. Each student selected a topic and conducted in-depth research using secondary data sources such as company reports, academic journals, and credible online platforms. Students prepared detailed reports and delivered presentations using PowerPoint in the classroom.

The case studies encompassed diverse areas including competitive strategies, leadership styles, innovation, business models, and brand positioning. Topics included comparative analyses such as FOGG vs. AXE and Flipkart vs. Amazon, as well as organisational studies on Zomato, IKEA, Naturals Ice Cream, Café Coffee Day, and leading luxury brands. The activity provided an opportunity for experiential learning and encouraged students to connect theoretical concepts with real-world business practices.

4. Methodology

The activity was conducted in a structured and systematic manner, following the phases outlined below:

- **Topic Allocation & Approval:** Faculty reviewed and approved student-selected topics to ensure academic relevance and avoid duplication.

- **Independent Research:** Students gathered secondary data from company reports, reputed journals, and credible online sources.
- **Report Preparation:** Structured case study reports were prepared adhering to prescribed academic guidelines.
- **Classroom Presentations:** Students presented their findings using PowerPoint, followed by interactive Q&A sessions.
- **Evaluation:** Faculty assessed student performance based on analytical depth, conceptual clarity, and presentation effectiveness.

5. Learning Outcomes

Through this activity, students achieved the following learning outcomes:

- Developed the ability to analyse organisational behaviour in real-world contexts.
- Enhanced critical thinking, decision-making, and problem-solving skills.
- Improved communication and presentation capabilities through structured delivery.
- Gained exposure to current business practices and global organisational strategies.

6. Assessment & Evaluation (Rubrics)

Student evaluation was conducted using a structured rubric system to ensure transparency, objectivity, and fairness. Each student was assessed across five key parameters for a total of 10 marks:

#	Criteria	Marks	Description
1	Understanding of the Case	2	Ability to comprehend and explain the business situation clearly.
2	Analytical Skills	2	Depth of analysis and application of organisational behaviour concepts.
3	Content Quality	2	Relevance, accuracy, and logical structure of the report.
4	Presentation Skills	2	Clarity, confidence, and effectiveness of delivery.
5	Response to Questions	2	Ability to answer queries and justify arguments logically.
Total		10	

Performance levels: Excellent (9–10) | Good (7–8) | Satisfactory (5–6) | Needs Improvement (Below 5)

7. CO Mapping (Course Outcomes)

The activity was aligned with the following Course Outcomes of Organisational Behaviour:

- **CO1:** Understand the fundamentals of organisational behaviour and its relevance in business organisations.

- **CO2:** Analyse individual and group behaviour within organisations.
- **CO3:** Apply OB concepts to real-life organisational situations.
- **CO4:** Evaluate leadership styles, motivation, and organisational culture in case studies.

This activity significantly contributed to the attainment of CO2, CO3, and CO4, enabling students to apply theoretical frameworks to practical business scenarios.

8. PO Alignment (Programme Outcomes)

The activity contributed to the achievement of the following Programme Outcomes of the BBA programme:

- **PO1 – Business Knowledge:** Students gained practical knowledge of business organisations and contemporary strategies.
- **PO2 – Critical Thinking:** Enhanced ability to analyse and evaluate complex business situations.
- **PO3 – Communication Skills:** Improved oral and written communication through presentations and structured reports.
- **PO4 – Problem Solving:** Developed capability to identify challenges and propose viable solutions.
- **PO5 – Teamwork & Leadership:** Encouraged interactive discussion, peer learning, and collaborative engagement.
- **PO6 – Ethics & Professionalism:** Promoted responsible and ethical interpretation of business practices.

9. Outcome of the Activity

The activity yielded the following observable outcomes:

- Increased student engagement and active participation throughout the sessions.
- Improved analytical thinking, research orientation, and presentation competency.
- Enhanced understanding of business dynamics, organisational challenges, and global strategies.
- Strengthened bridge between classroom theory and real-world business application.

10. Conclusion

The case study activity successfully bridged the gap between theoretical knowledge and practical application. It enriched the learning experience by enabling students to critically analyse real-world business situations across diverse industries and geographies. The activity contributed significantly to the achievement of academic objectives while simultaneously enhancing the employability skills of students through experiential learning.

13. Annexure

The annexure includes supporting documents and evidence related to the case study activity, categorised for clarity and verification.

Annexure 13A – Student List & Topics

The following table contains the complete list of students along with their assigned case study topics and approval status.

S.No	Reg. No.	Name of Student	Case Study Title
1	32422503	B. Sandhya	How FOGG's ₹500 Cr Formula DESTROYED AXE in India
6	32422508	G. Sri Ram	The Inspiring Comeback of Café Coffee Day (CCD)
7	32422509	G. Poornima Reddy	Louis Vuitton: How It Achieves and Maintains Popularity
8	32422510	G. Venkata Ramana	The TRUTH Behind Zomato's Turnaround – Startup Case Study
9	32422511	I. Navya	IKEA: How to Earn \$40 Billion Every Year by Selling Furniture
10	32422512	J. Satvika	Turning Strategy into Results: A Case Study on Naturals Ice Cream
11	32422513	K. Swathi	Launching Dreams: How Elon Musk Built SpaceX
12	32422514	K. Bhavani Sirisha	How Spotify Dominates Apple, Google and Amazon in Music
14	32422516	K. S.N. V. Surya Teja	The Digital Payments Revolution in India
15	32422517	Killi Lovalakshmi	Amul Ice Cream – The Taste of India's Dairy Revolution
16	32422518	K. Vinay Kumar	The Rise and Fall of Sony Company
18	32422520	K. Durga Prasad	Infosys – Growth from a Small IT Company to a Global Technology Leader
19	32422521	Kothapalli Bala Satish	Zomato's Real Plan with District
20	32422522	Lingamgunta Jaswanth	RAPIDO – Journey
21	32422524	M Kuladeep	How Aman Gupta's Marketing Strategy Turned boAt into a ₹1500 Cr Company
22	32422525	M. Raja Nandhini	NVIDIA: Where Gaming Meets Artificial Intelligence
23	32422526	M. Chintu	Painful Downfall of BYJU'S – Business Case Study
24	32422528	N. Naga Durga	How Myntra Destroyed Fashion Giants Ajo & Amazon
25	32422529	N. Rama Chandra Rao	How IndiGo Airlines Became a Monopoly in India's Aviation Business
26	32422532	P. Tejaswini	How Starbucks Started and Became a Successful Café in India

S.No	Reg. No.	Name of Student	Case Study Title
27	32422534	P. Manikanta	How the Rise of Ambassador Turned into a Business Failure
28	32422540	S. Venu Vijaya Bhaskar	Apple's Second Bite: The Comeback Story of Steve Jobs
29	32422541	T. Saranya	Samsung Mobile Company: Downfall and Rise – Success Story
30	32422542	U. Raviteja	The Success Story of Coca-Cola

Annexure 13B – Drive Links (Master Spreadsheet)

All student case study reports and presentations have been compiled and are accessible through the centralized Google Spreadsheet below:

Master Data Sheet: [Click here to access the spreadsheet](#)

Annexure 13C – Activity Photos

The following photographs document student presentations during the activity.





