Rajagiri Business School
Case Purchased AY 2025-26

SL No	Trimester	Name of the course	Case Name	Case Number
1	Tri IV	Global Business Environment	Cifa: Cross-Cultural Integration with a Chinese Company	CB0128-PDF-ENG
2	Tri IV	Brand Management	Chetak: Revitalizing a Legacy Brand from the Past to the Future	ISB328-PDF-ENG
3	Tri IV	Brand Management	Kodak: The Rebirth of an Iconic Brand	519051-PDF-ENG
4	Tri IV	Talent Acquisition and Retention	GROW: Using Artificial Intelligence to Screen Human Intelligence	418020-PDF-ENG
5	Tri IV	Positive Psychology for Managers	The Ordinary Heroes of Taj	R1112J-PDF-ENG
6	Tri IV	Service Operations Management	Influencing Customer Behavior in Service Operations	606061-PDF-ENG
7	Tri IV	Future of Work & Organizations of the Future	Exercise-Learning Machine Learning: A Hands-On Comparison of SML, UML, AND RML (A)	W41961-PDF-ENG
8	Tri IV	Digital Marketing	Flipkart (A): Transitioning to the Marketplace	516017-PDF-ENG
9	Tri IV	Digital Marketing	YouTube for Brands By: Thales S. Teixeira, Leora Kornfeld	514048-PDF-ENG
10	Tri I	Individual and Interpersonal dynamics	The Surprise Meeting: What Was His Agenda?	8282-PDF-ENG
11	Tri IV	Entrepreneurship and Family Business Management	Qwikcilver and Woohoo Developing a Complementary Platform (Abridged)	IMB673-PDF-ENG
12	Tri II	Leadership and Organization Dynamics	Onboarded and Included	7940-HTM-ENG
13	Tri V	Portfolio Modeling using Spreadsheets	Alex Sharpe's Portfolio	908N20-PDF-ENG
14	Tri V	Portfolio Modeling using Spreadsheets	Smart Beta Exchange-Traded Funds and Factor Investing	KE1068-PDF-ENG

15	Tri V	Project Finance and Capital Budgeting	The Chad-Cameroon Petroleum Development and Pipeline Project (A)	202010-PDF-ENG
16	Tri V	Consumer Behaviour	Tabby: Winning Consumers' Digital Wallets	524056-PDF-ENG
17	Tri V	Sales and Distributions Management	Clique Pens: The Writing Implements Division of U.S. Home	914525-PDF-ENG
18	Tri V	Sales and Distributions Management	StepSmart Fitness	914509-PDF-ENG
19	Tri V	Reward Management	Biomed Co., Ltd.: Designing a New Sales Compensation Plan	906A37-PDF-ENG
20	Tri V	Reward Management	Kjell and Company: Motivating Salespeople with Incentive Compensation (A)	517090-PDF-ENG
21	Tri V	Applied Business Analytics	HR analtyics at Barney	IES843-PDF-ENG
22	Tri V	Applied Business Analytics	Happy Cow Ice Cream: Data-driven Sales Forecasting	HK1207-PDF-ENG
23	Tri V	Social Entrepreneurship	Coffee Commune: Making Social Impact with a Sustainable Business By:	CB0242-PDF-ENG
24	Tri V	Social Entrepreneurship	Great Women: Integrating Micro-Entrepreneurs into the Regional Value Chain	SMU451-PDF-ENG
25	Tri II	Cost and Management Accounting	Speak-On: Projecting Cash Budgets for a New Venture	W19655-PDF-ENG
26	Tri V	Microfinance	Who killed Bhavani Manjula? A story of Microfinance in Andhra Pradesh	508021-PDF-ENG
27	Tri V	Human Resource Development	Is VR the Future of Corporate Training?	H05VJ8-PDF-ENG
28	Tri V	Human Resource Development	Evaluating ROI on your companies Learning & Development initiatives	H07TEC-PDF-ENG
29	Tri V	Human Resource Development	When Companies Should Invest in Training Their Employees - and When They Shouldn't	H04MCQ-PDF-ENG
30	Tri III	Marketing Mangement II	Ariel's #ShareTheLoad: Integrated Marketing Communication Campaign	TB0638-PDF-ENG
31	Tri V	Social Entrepreneurship	Mosabi: Gathering Forces for Social Change	ABC004-PDF-ENG

32	Tri VI	International Human Resource Management	Promoting Abroad: Whose Background Fits Best?	8771-HTM-ENG
33	Tri VI	Strategic Operations Management	IKEA:Becoming A Circular Business	W27342-PDF-ENG
34	Tri VI	Ethics and Corporate Sustainability	Gray to Green Transition - The Sustainability Journey of Dalmia Cement By: Haritha Saranga, Sirish Kumar Gouda	IMB845-PDF-ENG
35	Tri VI	Ethics and Corporate Sustainability	Zara: The Evolving Fast Fashon Industry	W34418-PDF-ENG
36	Tri III	Strategic Management	Air Asia: Flying Low Cost with High Hopes	HKU833-PDF-ENG
37	Tri VI	Strategic Human Resource Management	Akshaya Patra: Impact at Scale	517028-PDF-ENG
38	Tri VI	B to B Marketing	Ajanta Packaging: Key Account Management	W18241-PDF-ENG
39	Tri VI	Strategic Marketing	Eli Lilly: Weighing Options in the Obesity Drug Market (Abridged)	526028-PDF-ENG
40	Tri VI	Strategic Marketing	Pulse Fitness: Targeting the Strongest Segment By: Sandeep Puri, Shaphali Gupta, Shweta Pandey	8461-HTM-ENG
41	Tri VI	Strategic Marketing	Amul Dairy: Expanding a Legacy	8255-HTM-ENG
42	Inflore	Inflore -Mgmt Best Mgmt Team	Battery Smart: Navigating Financial Strategy	W44856-PDF-ENG
43	Tri VI	Integrated Marketing Communication	Gillette: Shaving Gender Stereotypes	TB0658-PDF-ENG
44	Tri VI	Integrated Marketing Communication	Maisha: Are Social Media Marketing and Sales Promotion Enough for a Lifestyle Brand to Grow?	W38923-PDF-ENG
45	Tri VI	Managing Business in Emerging Markets	India: Will the Giant Emerge?	724402-PDF-ENG
46	Tri VI	Managing Business in Emerging Markets	Apple in China and India	BAB492-PDF-ENG
47	Tri VI	Managing Business in Emerging Markets	Carlsberg Breweries A/S: Facing Political Risk in Russia	W28541-PDF-ENG
48	Tri VI	Managing Business in Emerging Markets	Telemetrix (A) - North-South Exports Lends a Helping Hand to Telemetrix: Mexico or Brazil?	HEC149-PDF-ENG
49	Tri VI	Managing Business in Emerging Markets	Amazon in Emerging Markets	W94C01-PDF-ENG

Rajagiri Business School
Case Purchased AY 2024-25

SL No	Trimester	Name of the course	Case Name	Case Number
1	Tri IV	Performance Management	Hari Krishna exports: Transforming Employees	W17121-PDF-ENG
2	Tri IV	Performance Management	Performance Pay for MGOA Physicians (A)	904028-PDF-ENG
3	Tri IV	Performance Management	Reinventing Performance Management at Deloitte (A)	918020-PDF-ENG
4	Tri IV	Performance Management	Managing performance at Haier (A)	IMD191-PDF-ENG
5	Tri IV	Performance Management	Wolfgang keller at Konigsbrau (A)	498045-PDF-ENG
6	Tri IV	Performance Management	Is it fair to let them go? Using performance appraisal data to decide on staff cuts	W25619-PDF-ENG
7	Tri IV	Future of Work & Organizations of the Future	Generative AI and the Future of Work	824130-PDF-ENG,
8	Tri IV	Future of Work & Organizations of the Future	SAP in India's Flexible Working: Are They Flexing Enough?	W34921-PDF-ENG,
9	Tri IV	Future of Work & Organizations of the Future	The Best Bank for a Better World: The Third Wave of Transformation in DBS	NTU351-PDF-ENG,
10	Tri IV	Future of Work & Organizations of the Future	Triovest Bets on the Future of Office Space	W34896-PDF-ENG
11	Tri IV	Applied Business Analytics	HR Analytics at Barney	IES843-PDF-ENG
12	Tri IV	Applied Business Analytics	Happy Cow Ice Cream: Data-Driven Sales Forecasting	HK1207-PDF-ENG
13	Tri IV	Entrepreneurship and Family Business Management	Qwikcilver and Woohoo Developing a Complementary Platform (Abridged)	IMB673-PDF-ENG
14	Tri IV	Talent Acquisition and Retention	The Happy Turtle: Womanpreneur And Talent In A Circular Economy	W25373-PDF-ENG
15	Tri IV	Positive Psychology for Managers	Amazon as an Employer	W16106-PDF-ENG
16	Tri IV	Positive Psychology for Managers	The Ordinary Heroes of the Taj -Article	R1112J-PDF-ENG

RBS	Case Purchased AY 2024-25			
17	Tri IV	Positive Psychology for Managers	How Will You Measure Your Life? Article	R1007B-PDF-ENG
18	Tri IV	Positive Psychology for Managers	Ten Years Later: Memoirs of Life and Work a Decade after an MBA	INS293-PDF-ENG
19	Tri IV	Positive Psychology for Managers	The Smart Way to Respond to Negative Emotions at Work Article	SMR595-PDF-ENG
20	Tri IV	Digital Marketing	Flipkart (A): Transitioning to the Marketplace	516017-PDF-ENG
21	Tri IV	Digital Marketing	YouTube for Brands By: Thales S. Teixeira, Leora Kornfeld	514048-PDF-ENG
22	Tri IV	Brand Management	Driverless Trucks at Ford: Cruising into a Compromised Brand Identity?	UV8096-PDF-ENG
23	Tri IV	Brand Management	Unilever: Using Horlicks's Brand Equity to Lead	W20177-PDF-ENG
24	Tri IV	Brand Management	Kodak: The Rebirth of an Iconic Brand	519051-PDF-ENG
25	Tri IV	Service Operations Management	Kick-Ass Customer Service - Article	R1701H-PDF-ENG
26	Tri I	Business Communication	Daimler China: Facing a Media Firestorm	W18271-PDF-ENG
27	Tri I	Business Communication	Ratnagiri Alphonso Orchard: Bayesian Decision Analysis	W16203-PDF-ENG
28	Tri I	Business Communication	A New Mission Statement for the MBC Corporation	KEL710-PDF-ENG
29	Tri I	Business Communication	Donna Wilde and the Weathermen (A)	IN1847-PDF-ENG
30	Tri I	Business Communication	Facebook (A)	UV1164-PDF-ENG
31	Tri I	Business Communication	Is That an Order?	W34200-PDF-ENG
32	Tri I	Business Communication	Can a Strong Culture Be Too Strong? (HBR Case Study)	R1401X-PDF-ENG
33	Tri I	Individual and Interpersonal Dynamics	Medplus Ltd. (A), (B), (C)	A00404-PDF-ENG
34	Tri V	Sales and Distributions Management	Clique Pens: The Writing Implements Division of U.S. Home	914525-PDF-ENG

RBS	Case Purchased AY 2024-25			
35	Tri V	Sales and Distributions Management	StepSmart Fitness	914509-PDF-ENG
36	Tri V	Consumer Behaviour	Healthy Snacking? Consumer Mindscape, Clutter of Brands, and an Ethnic Snack - Launching a New Brand in the Indian Context	IMB823-PDF-ENG
37	Tri V	Consumer Behaviour	Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category	523021-PDF-ENG
38	Tri V	Reward Management	Biomed Co., Ltd.: Designing a New Sales Compensation Plan	906A37-PDF-ENG
39	Tri V	Reward Management	Kjell and Company: Motivating Salespeople with Incentive Compensation (A)	517090-PDF-ENG
40	Tri V	Reward Management	High Cost of Low Wages	F0612D-PDF-ENG
41	Tri V	Reward Management	Colgate-Palmolive: Determining a Salary Offer	W20391-PDF-ENG
42	Tri V	Reward Management	GlaxoSmithKline Pharmaceuticals Ltd.: Reinventing Incentives and Performance	W19580-PDF-ENG
43	Tri V	Supply Chain Management	Maersk: betting on blockchain	518089-PDF-ENG
44	Tri V	Supply Chain Management	Syncra systems	601035-PDF-ENG
45	Tri V	Supply Chain Management	Apple inc managing a global supply chain	W14161-PDF-ENG
46	Tri V	Supply Chain Management	Lego group- an outsourcing journey	910M94-PDF-ENG
47	Tri V	Social Entrepreneurship	Coffee Commune: Making Social Impact with a Sustainable Business	CB0242-PDF-ENG
48	Tri V	Social Entrepreneurship	Case Analysis- Great Women: Integrating Micro-Entrepreneurs into the Regional Value Chain	SMU451-PDF-ENG
49	Tri V	Social Entrepreneurship	Microfinance in India: A Tale of Two Models	IMB773-PDF-ENG
50	Tri V	Social Entrepreneurship	Walking a Tightrope between Business and Sustainable Development: A Social Enterprise Marketing Perspective	BEP608-PDF-ENG
51	Tri V	Social Entrepreneurship	Dhritti: Developing the Perfect Plate	W36232-PDF-ENG

RBS	Case Purchased AY 2024-25			
52	Tri V	Project Finance and Capital Budgeting	Chad-Cameroon Petroleum Development and Pipeline Project (A)	202010-PDF-ENG
53	Tri V	Project Finance and Capital Budgeting	The Investment Detective	UV0072-PDF-ENG
54	Tri V	Project Finance and Capital Budgeting	Politics, Institutions and Project Finance: The Dabhol Power Project	HKU707-PDF-ENG
55	Tri V	Project Management	A-Media Limited: Project Scheduling and Risk Management	W33312-PDF-ENG
56	Tri V	Project Management	Wizards of the Coast: Dungeons & Dragons for Everyone?	W33793-PDF-ENG
57	Tri V	Human Resource Development	Building a Training Culture at Montecarlo Limited	W33843-PDF-ENG
58	Tri II	Operations managament - I	A Perfect Storm: Examining the Supply Chain for N95 Masks during COVID-19	UV8175-PDF-ENG
59	Tri V	Microfinance	Who killed Bhavani Manjula? A story of Microfinance in Andhra Pradesh	508021-PDF-ENG
60	Tri II	Marketing Management - 1	Midtown Medical Centre: Exploring business expansion strategies	9B19A025 / W19266-PDF-ENG
61	Tri II	Leadership and Organization Dynamics	(Re)Building a Global Team: Tariq Khan at Tek	414059-PDF-ENG
62	Tri II	Fundamentals of Financial Management	Time Value of Money: A Home Investment Decision Dilemma	W17453-PDF-ENG
63	Tri II	Cost and Management Accounting	Speak on : Projecting Cash Budget for a New venture	W19655
64	Tri III	Strategic Management	Walmart Update 2017	717468-PDF-ENG
65	Tri III	Strategic Management	Air Asia: Flying Low Cost with High Hopes	HKU833-PDF-ENG
66	Tri III	Strategic Management	Making Balanced Scorecard Work to Implement Business Strategies at Magic Technology	HKU976-PDF-ENG

RBS	Case Purchased AY 2024-25			
67	Tri VI	Business Intelligence	Promigas Foundation: Knowledge Management as a Focus of Corporate Social Responsibility	IS0017-PDF-ENG
68	Tri VI	Business Intelligence	Analytics-Driven Transformation at Majid Al Futtaim: Building a Data-Driven, Test-&-Learn Culture to Drive Customer Value across Touchpoints in the Middle East	IN1671-PDF-ENG
69	Tri VI	Strategic Operations management	IKEA: Becoming a Circular Business	W27342-PDF-ENG
70	Tri VI	Revenue Management	Forecasting and revenue management at Balearic Airlines By: Mihalis G. Markakis,	I00007-PDF-ENG
71	Tri VI	Revenue Management	Revenue Management Forensics in Adriatic Wings	IES979-PDF-ENG
72	Tri VI	Revenue Management	American Airlines, Inc.: Revenue Management	190029-PDF-ENG
73	Tri VI	Revenue Management	Born in the U.S.A... and Priced by Ticketmaster: Bruce Springsteen and The E-Street Band 2023 Tour	IES952-PDF-ENG
74	Tri VI	Ethics and Corporate Sustainability	Zara: The Evolving Fast-Fashion Industry	W34418-PDF-ENG
75	Tri VI	Ethics and Corporate Sustainability	Gray to Green Transition - The Sustainability Journey of Dalmia Cement	IMB845-PDF-ENG
76	Tri VI	Strategic Marketing	Coffee Wars: Luckin vs. Starbucks	HK1292-PDF-ENG
77	Tri VI	Strategic Marketing	Nestle's Maggi: Pricing and Repositioning a Recalled Product	W16344-PDF-ENG
78	Tri VI	Strategic Marketing	UFO Moviez Flying in the Digital Cinemaspace in India	W16187-PDF-ENG
79	Tri VI	International Human Resource Management	CHINT Global: Selecting the Next Country Manager	W32603-PDF-ENG
80	Tri III	Human Resource Management	Apturja Power Limited: Human Resources Analytics	W21016-PDF-ENG
81	Tri VI	Managing Businesses in Emerging Markets	Carlsberg Breweries A/S: Facing Political Risk in Russia	W28541-PDF-ENG
82	Tri VI	Managing Businesses in Emerging Markets	Apple in China and India	BAB492-PDF-ENG

RBS	Case Purchased AY 2024-25			
83	Tri VI	Managing Businesses in Emerging Markets	Telemetrix (A) - North-South Exports Lends a Helping Hand to Telemetrix: Mexico or Brazil?	HEC149-PDF-ENG
84	Tri VI	Managing Businesses in Emerging Markets	Amazon in Emerging Markets	W94C01-PDF-ENG
85	Tri VI	B2B Marketing	Salesforce.com: Creating a Blue Ocean in the B2B Space	INS255-PDF-ENG
86	Tri VI	Advanced Business Analytics	Supply Chain Analytics to Manage Blood at VHS Blood Bank	IMB819-PDF-ENG
87	Tri VI	Coaching	The Surprising Power of Questions	R1803C-PDF-ENG
88	Tri VI	Coaching	Emotional Intelligence Has 12 Elements. Which Do You Need to Work On?	H03F4A-ENG-PDF
89	Tri VI	Coaching	4 Listening Skills Leaders Need to Master	H08IMJ-PDF-ENG
90	Tri VI	Coaching	How to Overcome Self-Limiting Beliefs	H07P8Z-PDF-ENG
91	Tri VI	Coaching	Leading with Compassion Has Research Backed Benefits	H07I59-PDF-ENG
92	Tri VI	Coaching	People First Inc: A Star Employee but a Terrible Manager	W20780-PDF-ENG
93	Tri VI	Game Theory for Managers	Should Maruti Suzuki Invest in Electric Cars?	W18345-PDF-ENG
94	Tri VI	Game Theory for Managers	Philips' Compact Disc Introduction (B)	792036-PDF-ENG
95	Tri III	Marketing Mangement 2	Ariel's #ShareTheLoad: Integrated Marketing Communication Campaign	TB0638-PDF-ENG
96	Tri VI	Innovation Safari	Case: Randy Hetrick and TRX: Protecting Intellectual Property Rights (A)	SCG549-PDF-ENG
97	Tri VI	Innovation Safari	Case:Innovation at Unilever: The Foundry	LBS156-PDF-ENG
98	Tri VI	Innovation Safari	Qwikcilver and Woohoo Developing a Complementary Platform (Abridged)	IMB673-PDF-ENG
99	Tri VI	Innovation Safari	OpenIDEO (B)	621058-PDF-ENG
100	Tri III	Corporate Finance	Nike, Inc.: Cost of Capital	UV0010-PDF-ENG
101	Tri VI	Strategic HRM	McKinsey & Company: Early Career Choices (A)	618034-PDF-ENG

Case Purchased AY 2023-24

Sl no	Trimester	Name of the course	Case Name	Case Number
1	Tri IV	Performance Management	Mary Griffin at Derby Foods	412040-PDF-ENG
2	Tri IV	Performance Management	Ramesh Patel at Aragon Entertainment Limited	412042-PDF-ENG
3	Tri IV	Performance Management	The X-Caliber Project Case (A): Giving and Receiving Feedback	IN1129-PDF-ENG
4	Tri IV	Performance Management	Agoda: People Analytics and Business Culture	W17429-PDF-ENG
5	Tri IV	Performance Management	HR Analytics at Barney	IES843-PDF-ENG
6	Tri IV	Performance Management	Tapping into a Digital Brain: AI-Powered Talent Management at Infosys	KE1222-PDF-ENG
7	Tri IV	Performance Management	Managing Performance at Haier	IMD191-PDF-ENG
8	Tri 1	Legal Environment of Business	Corporate Governance Failure at Satyam	HKU889-PDF-ENG
9	Tri IV	Brand Management	Cobra's Chairman on Turning an Indian Beer into a Global Brand	R1806A-PDF-ENG
10	Tri IV	Brand Management	Videocon D2H: In Film Branding	IMB677-PDF-ENG
11	Tri IV	Service Operations Management	Don't Manage Waits, Manage Experiences	IIR006-PDF-ENG
12	Tri IV	Digital Marketing	Flipkart (A): Transitioning to the Marketplace	9-5016-017
13	Tri IV	Digital Marketing	Facebook- Can ethics scale in Digital age ?	9-319-030
14	Tri I	Business Communication	Negotiating for Success in Asia: Adapting to a Multipolar World	W19078-PDF-ENG
15	Tri I	Individual and Interpersonal Dynamics	Medplus Ltd. (A), (B), (C)	A00404-PDF-ENG
16	Tri IV	Applied Business Analytics	HR analtyics at Barney	IES843-PDF-ENG
17	Tri IV	Applied Business Analytics	Happy Cow Ice Cream: Data-driven Sales Forecasting	HK1207-PDF-ENG
18	Tri IV	Financial Modelling using Spread sheet	Thoughtful Forecaster	UV1385-PDF-ENG

RBS	Case Purchased AY 2023-24			
19	Tri IV	TIFW	Lenovo: Digital Transformation for Supply Chain Intelligence	ST116-PDF-ENG
20	Tri IV	TIFW	Tapping into a Digital Brain: AI-Powered Talent Management at Infosys	KE1222-PDF-ENG
21	Tri I	Technologies & Digital Transformation of Business	Managing the move to the cloud - analyzing the risks and opportunities of cloud-based accounting information systems	JIT074-PDF-ENG
22	Tri I	Technologies & Digital Transformation of Business	AI Doesn't Have to Be Too Complicated or Expensive for Your Business	H06HSP-PDF-ENG
23	Tri I	Technologies & Digital Transformation of Business	Pokemon Go	W17339
24	Tri IV	Entrepreneurship and Family Business Management	Zipcar: Refining the Business Model	803096-PDF-ENG
25	Tri IV	TIFW	VideaHealth	(9-621-021)
26	Tri IV	TIFW	Blackbox chatbot-Designing Natural Language conversation with data	SMU 068
27	Tri V	Project Management	Don't Shoot the Messenger: Communicating during Project Crises	W28172-PDF-ENG
28	Tri V	Project Management	Executing the Bogibeel Bridge for Social Impact: Risk Planning and Managing Earned Value	ISB265-PDF-ENG
29	Tri V	Project Management	Jindal Vijayanagar Steel Limited (A): Challenges of Installing Corex I Technology	A00237-PDF-ENG
30	Tri V	Strategic Management	Wal-Mart Update, 2017	717468-PDF-ENG
31	Tri V	Strategic Management	AirAsia: Flying Low Cost with High Hopes	HKU833-PDF-ENG
32	Tri V	Strategic Management	Netflix in 2011	615007-PDF-ENG
33	Tri V	Strategic Management	Making Balanced Scorecard Work to Implement Business Strategies at Magic Technology	HKU976-PDF-ENG

RBS	Case Purchased AY 2023-24			
34	Tri V	Strategic Management	Apple's Future: Apple Watch, Apple TV, and/or Apple Car?	716401-PDF-ENG
35	Tri II	Marketing Management I	Shiva Tourist Dhaba: Managing Customer Loyalty	W17068-PDF-ENG
36	Tri II	Marketing Management I	Beyond Meat: Changing Consumers' Meat Preference	W15607-PDF-ENG
37	Tri II	Marketing Management I	Crescent Pure	915539-PDF-ENG
38	Tri V	Project Finance and Capital Budgeting	The Chad-Cameroon Petroleum Development and Pipeline Project (A)	02010-PDF-ENG
39	Tri V	Project Finance and Capital Budgeting	The Investment Detective	UV0072-PDF-ENG
40	Tri V	Project Finance and Capital Budgeting	Politics, Institutions and Project Finance: The Dabhol Power Project	HKU707-PDF-ENG
41	Tri II	Leadership and Organization Dynamics	Organizational Design at IQMetrix: The Holacracy Decesion	W17707
42	Tri II	Leadership and Organization Dynamics	Global Leadership in a Dynamic and Evolving Region: @ The Coca-Cola Company	9-417-068
43	Tri II	Fundamentals of Financial Management	Time Value of Money: A Home Investment Decision Dilemma	W17453-PDF-ENG
44	Tri II	Fundamentals of Financial Management	Hola-Kola-The Capital Budgeting Decision	TB0343-PDF-ENG
45	Tri V	Consumer Behaviour	Case 1 - Healthy Snacking? Consumer Mindscape, Clutter of Brands, and an Ethnic Snack - Launching a New Brand in the Indian Context	IMB823-PDF-ENG
46	Tri V	Consumer Behaviour	Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category	523021-PDF-ENG
47	Tri V	Social Entrepreneurship	SKS Microfinance (Abridged)	217069-PDF-ENG
48	Tri V	Human Resource Development	Cavinkare: Building Human Capital for Performance Excellence	ISB-174

RBS	Case Purchased AY 2023-24			
49	Tri II	Operations Management - I	Silverton Winery	W29388-PDF-ENG
50	Tri V	Microfinance	Who killed Bhavani Manjula?-A story of Microfinance in Andhra Pradesh (A)	9-508-021
51	Tri V	Reward Management	Biomed Co., Ltd.: Designing a New Sales Compensation Plan	906A37-PDF-ENG
52	Tri V	Reward Management	Kjell and Company: Motivating Salespeople with Incentive Compensation (A)	517090-PDF-ENG
53	Tri V	Reward Management	High Cost of Low Wages	F0612D-PDF-ENG
54	Tri V	Reward Management	Sushma Industries: The Gordian Knot of Compensation Design	W17366-PDF-ENG
55	Tri V	Reward Management	Harmonization of Compensation and Benefits for First Caribbean International Bank	904C53-PDF-ENG
56	Tri V	Reward Management	Xiamen Airlines: Pay for Performance	W15163-PDF-ENG
57	Tri V	Reward Management	To Prioritize Money or Time? The P-Mot Exercise (Student)	921012-PDF-ENG
58	Tri V	Reward Management	Tata Motors: Compensation Restructuring	W15144-PDF-ENG
59	Tri V	Reward Management	Employee Provident Fund Scheme - Boon Or Bane?	IMB545-PDF-ENG
60	Tri II	Cost and Management Accounting	Speak on, Projecting Cash Budgets for new venture	W19655-HCB-ENG
61	Tri V	Supply Chain Management	Ultron warehousing space and obsolesce	A00214-PDF-ENG
62	Tri V	Supply Chain Management	Tucker Worldwide logistics	W19088-PDF-ENG
63	Tri V	Supply Chain Management	Gati Achieving quality excellence in shipment delivery	W19435-PDF-ENG
64	Tri V	Supply Chain Management	Fair Trade Jewellery Co – Establishing an Ethical Global Value Chain	W20625-PDF-ENG
65	Tri V	Consumer Behaviour	Mahindra & Mahindra: Marketing a Low-Priced Mini-Tractor	W16470-PDF-ENG
66	Tri V	Project Management	The Morrison Company	4564-PDF-ENG

RBS	Case Purchased AY 2023-24			
67	Tri VI	Managing Business in Emerging Markets	Cifa: Cross-Cultural Integration with a Chinese Company (HBPS), Publication Date: Jun 2021,	CB0128-PDF-ENG
68	Tri VI	Managing Business in Emerging Markets	Wistron vs. Luxshare: the US-China trade war and its decoupling effects from China, Publication Date: Aug 2021,	SMU971-PDF-ENG
69	Tri VI	Managing Business in Emerging Markets	Apple in China & India (HBPS), Publication Date: Jul 1, 2020,	BAB492-PDF-ENG
70	Tri VI	Managing Business in Emerging Markets	Telemetrix (A) - North-South Exports Lends a Helping Hand to Telemetrix: Mexico or Brazil? (HBPS), Publication Date: Mar 2016	HEC149-PDF-ENG
71	Tri VI	Managing Business in Emerging Markets	Amazon in Emerging Markets (HBPS), Publication Date: Aug 2014 (Revised Nov 2019)	W94C01-PDF-ENG
72	Tri III	Human Resource Management	FirstConnect Solutions - Gig Working to Solve the Leaking Bucket	IMB927-PDF-ENG
73	Tri VI	Game Theory	Should Maruti Suzuki Invest in Electric Cars?	W18345-PDF-ENG
74	Tri VI	Game Theory	Philips' Compact Disc Introduction (B)	792036-PDF-ENG
75	Tri VI	Revenue Management	Inn or Out: Yield Management in Hotels - Simulation Game	SMU042-PDF-ENG
76	Tri V	Project Management	Dadri Power Plant of National Thermal Power Corporation Limited	A00165-PDF-ENG
77	Tri VI	Coaching	Coaching for change	R1905L-PDF-ENG
78	Tri VI	Coaching	Coaching Executives after career shocks	ES1971-PDF-ENG
79	Tri VI	Coaching	Coaching Your Team as a collective Makes It Stronger	H07HZT-PDF-ENG
80	Tri VI	Coaching	How AI can help stressed-out Managers Be Better Coaches	H07P33-PDF-ENG
81	Tri VI	Coaching	Coaching a Direct Report who asks for your help	H07HKB-PDF-ENG
82	Tri VI	B2B Marketing	Salesforce.com:	INS255-PDF-ENG
83	Tri VI	B2B Marketing	Ajanta Packaging: Key Account Management	W18241-PDF-ENG

RBS	Case Purchased AY 2023-24			
84	Tri VI	International Finance	Voyages Soleil: The Hedging Decision	905N24-PDF-ENG
85	Tri III	Operations Management - II	MacPherson Refrigeration Ltd.	93D021-PDF-ENG
86	Tri III	Operations Management - II	AIC Netbooks: Optimizing Product Assembly	4245-PDF-ENG
87	Tri III	Strategic Management	Netflix in 2011	615007-PDF-ENG
88	Tri III	Strategic Management	Making Balanced Scorecard Work to Implement Business Strategies at Magic Technology	HKU976-PDF-ENG
89	Tri III	Strategic Management	Apple's Future: Apple Watch, Apple TV, and/or Apple Car?	716401-PDF-ENG
90	Tri VI	Revenue Management	Equuleus Car Sharing Inc.: Revenue Management	W18404-PDF-ENG
91	Tri III	Corporate Finance	Nike, Inc.: Cost of Capital	UV0010-PDF-ENG
92	Tri VI	Strategic HRM	Organizational Design at IQMetrix: The Holacracy Decesion	W17707
93	Tri VI	Strategic HRM	Global Leadership in a Dynamic and Evolving Region: @ The Coca-Cola Company	9-417-068
94	Tri VI	Strategic HRM	"Robot Resourcing: Can AI Replace My People?	7991-HTM-ENG
95	Tri VI	Revenue Management	Zongzi Are Sold Out at Buddha Bowl (Again)	7920-HTM-ENG
96	Tri VI	Revenue Management	Problems in Pricing	UV2852-PDF-ENG

Case Purchased AY 2022-23				
Sl no	**Trimester**	**Name of the course**	**Case Name**	**Case Number**
1	Tri IV	Technology, Innovation, & Future of Work	Adidas: How To Keep Running Fast in a Post-COVID-19 World?	IM1064-PDF-ENG
2	Tri IV	Technology, Innovation, & Future of Work	Digitalization of Foton Motor	TU0125-PDF-ENG
3	Tri IV	Entrepreneurship and Family Business Management	AyurVaid	W15338
4	Tri IV	Entrepreneurship & Family Business Management	Jade Magnet	W13391
5	Tri IV	Entrepreneurship & Family Business Management	Gupta Garments	TB0259
6	Tri IV	Entrepreneurship & Family Business Management	Ketan Logistics	ISB062
7	Tri IV	Entrepreneurship & Family Business Management	Ohmycake.in	W18808
8	Tri IV	Services Marketing	6 Ballygunge Place: Has the Brand Reached Its Destination?	W19057-PDF-ENG
9	Tri IV	Services Marketing	Store24 (A): Managing Employee Retention	602096-PDF-ENG
10	Tri IV	Rural Marketing	Wingreen farms: Sustainable growth	W17794-PDF-ENG
11	Tri IV	Rural Marketing	Storeking: Reaching rural consumers with assisted e-commerce	W20662-PDF-ENG
12	Tri IV	Rural Marketing	Hindustan Unilever Limited: Missed call Mobile Marketing in Rural India (A)	W15321-PDF-ENG
13	Tri IV	Rural Marketing	Hindustan Unilever Limited: Mobile marketing in rural India-Kan Khajura Tesan (B)	W15323-PDF-ENG
14	Tri IV	Commercial Banking and Finance	Deutsche Bank and the Road to Basel III	UV6662-PDF-ENG
15	Tri IV	Commercial Banking and Finance	Investment Banking in 2008 (A)	KEL378-PDF-ENG
16	Tri IV	Commercial Banking and Finance	Investment Banking in 2008 (B)	KEL380-PDF-ENG
17	Tri IV	Applied Business Analytics	Apturja Power Limited: Human Resources Analytics	W21016-PDF-ENG
18	Tri IV	Applied Business Analytics	HR Analytics at Scalene Works: Behavioral Modelling to predict Renege.	IMB551-PDF-ENG

RBS	Case Purchased AY 2022-23			
19	Tri IV	Brand Management	Ramco Systems: Product Management	W17151-PDF-ENG
20	Tri IV	Brand Management	Unilever: Using Horlicks's Brand Equity to Lead	W20177-PDF-ENG
21	Tri IV	Brand Management	Driverless Trucks at Ford: Cruising into a Compromised Brand Identity?	UV8096-PDF-ENG
22	Tri IV	Brand Management	Kodak: The Rebirth of an Iconic Brand	519051-PDF-ENG
23	Tri IV	Digital Marketing	Flipkart (A): Transitioning to the Marketplace	516017-PDF-ENG
24	Tri IV	Digital Marketing	Facebook-Can Ethics Scale in the Digital Age?	319030-PDF-ENG
25	Tri IV	Service operations management	Commonwealth Bank of Australia: Unbanklike Experimentation	619018-PDF-ENG
26	Tri IV	Service Operations Management	Designing Services That Deliver	84115-PDF-ENG
27	Tri IV	Service Operations Management	IDEO: Human-Centered Service Design	615022-PDF-ENG
28	Tri IV	Service Operations Management	Tristar Hotel Group: Customer Satisfaction and Technology Adoption	W20840-PDF-ENG
29	Tri IV	Performance Management	The Art and Science of Target Setting	IIR040-PDF-ENG
30	Tri IV	Performance Management	Managing Performance at Haier (A)	IMD191-PDF-ENG
31	Tri IV	Performance management	Compensation and Performance Evaluation at Arrow Electronics	800290-PDF-ENG
32	Tri IV	Performance Management	Performance Management at Vitality Health Enterprises, Inc.	913501-PDF-ENG
33	Tri I	Individual Dynamics and Leadership	Narayana Hrudayalaya heart hospital: cardiac care for the poor	505078-PDF-ENG
34	Tri I	Individual Dynamics and Leadership	Narayana Hrudayalaya: From Heart Care to Human care	W14522-PDF-ENG
35	Tri I	Individual Dynamics and Leadership	Life Stories of Recent MBAs: Values and Ethical Challenges	410029-PDF-ENG
36	Tri IV	Technology, Innovation and Future of Work	RoboTech:Storming into the US Market	918501-PDF-ENG
37	Tri I	Business Communication	Daimler China: Facing a Media Firestorm	W18271-PDF-ENG
38	Tri IV	Technology, Innovation and Future of Work	BuyHive – A Digital Platform for the Transformation of Global Sourcing	TB0652-PDF-ENG

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39	Tri V	Supplychain Management	Royal FloraHolland: The Dutch Floriculture Supply Chain	W16377-PDF-ENG
40	Tri V	Supplychain Management	ECCO A/S - Global Value Chain Management	908M14-PDF-ENG
41	Tri V	Supplychain Management	Supply Chain Risk Management Process	BEP262-PDF-ENG
42	Tri V	Supplychain Management	Supply Chain Optimization at Madurai Aavin Milk Dairy	IMB341-PDF-ENG
43	Tri V	Strategic Management	Mastercard: Creating a World Beyond Cash	522001-PDF-ENG
44	Tri V	Strategic Management	Intel Corporation: Outsourcing Dilemma	W25607-PDF-ENG
45	Tri V	Strategic Management	Doubling Down: Elon Musk's Big Bets in 2022	722439-PDF-ENG
46	Tri V	Project Finance and Capital Budgeting	The Chad-Cameroon Petroleum Development and Pipeline Project (A)	202010-PDF-ENG
47	Tri V	Project Finance and Capital Budgeting	The Investment Detective	UV0072-PDF-ENG
48	Tri V	Project Finance and Capital Budgeting	Politics, Institutions and Project Finance: The Dabhol Power Project	HKU707-PDF-ENG
49	Tri V	Microfinance	Microfinance in India: A Tale of Two Models	IMB773-PDF-ENG
50	Tri V	Project Management	Proglove Smart Gloves	SMU056-PDF-ENG
51	Tri V	Project Management	A&D HiTech (A)	KEL 156
52	Tri V	Project Management	A&D HiTech(B)	KEL 158
53	Tri V	Sales and Distributions Management	Mary Kay Cosmetics : Sales Force Incentives (A)	190103-PDF-ENG
54	Tri V	Sales and Distributions Management	Mary Kay Cosmetics, Inc.: Sales Force Incentives (B)	190122-PDF-ENG
55	Tri V	Sales and Distributions Management	Riggs-Vericomp Negotiation (A):Confidential Information for RIGGS ENGINEERING (Seller)	801096-PDF-ENG
56	Tri V	Sales and Distributions Management	Riggs-Vericomp Negotiation (B): Confidential Information for VERICOMP (Buyer)	801097-PDF-ENG
57	Tri V	Consumer Behaviour	Healthy Snacking? Consumer Mindscape, Clutter of Brands, and an Ethnic Snack - Launching a New Brand in the Indian Context	IMB823-PDF-ENG

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58	Tri V	Consumer Behaviour	Tradition & Taste: Exploring Consumers' Changing Attitude	A00139-PDF-ENG
59	Tri V	Consumer Behaviour	Virgin Galactic: Diffusion of Innovation in Space Tourism?	W19723-PDF-ENG
60	Tri V	Reward Management	Kjell and Company: Motivating Salespeople with Incentive Compensation (A)	Product #: 517090-PDF-ENG
61	Tri V	Reward Management	Xiamen Airlines: Pay for Performance	Product #: W15163-PDF-ENG
62	Tri V	Reward Management	Sushma Industries: The Gordian Knot of Compensation Design	W17366-PDF-ENG
63	Tri V	Reward Management	WrapItUp: Developing a New Compensation Plan	4362-PDF-ENG
64	Tri V	Human Resource Development	IONS Consulting: The MP^2 Training Program	907C29-PDF-ENG
65	Tri II	Group & Organizational Dynamics	House, Hearth and Home: Managing Leadership Change	W12313-PDF-ENG
66	Tri II	Group & Organizational Dynamics	BoldFlash: Cross-Functional Challenges in the Mobile Division	4438-PDF-ENG
67	Tri II	Cost and Management Accounting	Paratent Event Rentals Ltd.: The Job Costing Decision	W24214-PDF-ENG
68	Tri II	Cost and Management Accounting	Speak-On: Projecting Cash Budgets for a New Venture	W19655-PDF-ENG
69	Tri II	MM-1	Beyond Meat: Changing Consumers Meat Preference,	W15607-PDF-ENG,
70	Tri II	MM-1	Shiva Tourist Dhaba: Managing Customer Loyalty,	W17068-PDF-ENG
71	Tri II	MM-1	Eastman Kodak Co.: Funtime Film	594111-PDF-ENG
72	Tri V	Strategic Management	Singapore Airlines	W26385-PDF-ENG
73	Tri V	Strategic Management	From products to experience ecosystems: Haier’s ‘Internet of Food’	LBS334-PDF-ENG

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74	Tri VI	Global Human Resource Management	Jaguar or Bluebird? (A): Mark Chan's Decision to Stay Overseas or Return Home after his Expatriate Assignment	INS764-PDF-ENG
75	Tri VI	Global Human Resource Management	From Jaguar to Bluebird (B): Mark Chan Returns Home after his Expatriate Assignment	INS765-PDF-ENG
76	Tri VI	B2B Marketing	TRSB (A): Strengthening a Service Brand in Business-to-Business (B2B) Marketing	HEC165-PDF-ENG
77	Tri VI	B2B Marketing	Ajanta Packaging	W13599-PDF-ENG
78	Tri VI	B2B Marketing	FormPrint Ortho500	915535-PDF-ENG
79	Tri VI	Competency Based HRM	Article: Competencies : Alternative Framework for Competitive Advantage	BH197 - PDF - ENG
80	Tri VI	Competency Based HRM	Management by Competencies : Theoretical Aspects & Design and Implementation Practices	IES391 - PDF - ENG
81	Tri VI	Competency Based HRM	Understanding "People" People	R0406E - PDF - ENG
82	Tri VI	Game Theory for Managers	Airbus and Boeing Superjumbo Decisions	UV1312-PDF-ENG
83	Tri VI	Game Theory for Managers	Pricing Games - Sony Playstation and Microsoft Xbox	W88C82-PDF-ENG
84	Tri VI	Managing Business in Emerging Markets	Apple in China and India	BAB492-PDF-ENG
85	Tri VI	Managing Business in Emerging Markets	Amazon in Emerging Markets	W94C01-PDF-ENG
86	Tri VI	Managing Business in Emerging Markets	Wistron vs. Luxshare: US-China Trade War and its Decoupling Effects from China	SMU971-PDF-ENG
87	Tri VI	Managing Business in Emerging Markets	Cifa: Cross-Cultural Integration with a Chinese Company	CB0128-PDF-ENG
88	Tri III	Human Resource Management	The Dabbawala System: On-Time Delivery, Every Time	610059-PDF-ENG
89	Tri III	Human Resource Management	The Ordinary Heroes of the Taj	R1112J-PDF-ENG
90	Tri III	Human Resource Management	40 Ideas to Shake Up Your Hiring Process	H07FVQ-PDF-ENG
91	Tri III	Human Resource Management	Haidilao: Creating and Sustaining an Emotional Culture for High Performance	IN1820-PDF-ENG

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92	Tri VI	Sustainable Development and Corporate Sustainability	A Holistic Intervention Towards Sustainable Livelihoods and Coastal Conservation: A DHAN Foundation Case	ISB135-PDF-ENG
93	Tri VI	Sustainable Development and Corporate Sustainability	Scandinavian Airlines: The Green Engine Decision	909M28-PDF-ENG
94	Tri VI	International Finance	Voyages Soleil: The Hedging Decision	905N24-PDF-ENG
95	Tri III	Human Resource Management	Saying Yes to Accessibility and Inclusiveness: A Podcase on Microsoft's Autism Hiring Program	7623-HTM-ENG
96	Tri VI	Revenue Management	American Airlines' Value Pricing (A)	594001-PDF-ENG
97	Tri VI	Managing Business in Emerging Markets	Telemetrix (A) - North-South Exports Lends a Helping Hand to Telemetrix: Mexico or Brazil?	HEC149-PDF-ENG
98	Tri VI	Competency Based HRM	India First Life Insurance: Driving Growth with Competency Mapping	W18740-PDF-ENG