

List of Case Studies Published in 2011

Subject	Case Title
Finance	Certificates of Deposit
	Commercial Engineers & Body Builders Co Ltd: Valuation of New Plant Using Real Options Technique
	An Analysis of Small Savings Schemes in India
	Appraising Kolkata Metro Railway Corporation's East West Metro Corridor Project
	Allen Stanford Financial Scandal
	Commercial Paper Market in India
	Acquisition of Cairn India by Vedanta – Biggest Deal in Indian Oil Sector
	Analyzing Impact of Regulatory Environment Changes: Case of a Power Sector Project in India
	Appraisal of Bharat Insulation Limited (BIL): Is the Project Financially Viable?
	Bricknet Ratings: Shadow Rating of Lakshmi Vilas Bank Limited
	Cash @ Infosys: Is It Really Adding Value?
	Coal India IPO – The Mother of All IPOs
	Costing in Pepe Denim
	Cross Currency Triangulation: A Means to Trade and Profit
	Currency Hedging at HCL Tech
	Currency Rate Swap between IBM and World Bank
	Exchange Rate interventions by Bank of Japan
	India Inc Cash Surplus: Strategy or Lack of Opportunity?
	Indian Dry Fruits Limited: Receivable Management
	Indian Financial System
	Interest Rate Swaps: A Deal Between B.F. Goodrich and Rabobank
	Microsoft Corporation: Dividend Policy
	Orange County: A Case of Derivative Mismanagement
	Outsourcing Receivables Management: An Evolving Approach to Business Financing
	Acquisition of Patni by Igate
	Revision in Cash Management System at Indian Oil Corporation Limited
	Risk Management @ Royal Dutch Shell Plc.
	Selecting Assets: Silver Oak Research's Risk-return Dilemmas
	SemGroup's Bankruptcy – Is it a Case of Oil Price Manipulation or Erroneous Estimation of Oil Price?
	Smart Investors Limited

List of Case Studies Published in 2011

Subject	Case Title
Finance	SoftSol's Acquisition of Ivon Inc
	Target Corporation: Weighted Average Cost of Capital
	The Next Internet Bubble?
	Value at Risk: Morgan Stanley
	Vaswani IPO Scam
	Dr. Nandan Dilemma: 'Options' in Volatile Market
Business Strategy	A Matter of Trust: Johnson & Johnson Product Recalls
	Apollo Tyres Ltd.'s Growth Strategy: Treading Global Markets
	Collective Action in Indian Dairy Industry: A Unique Model
	Future Group: The Walmart of India
	Innovation at Apple
	Mahindra "Rise": New Vision, Core Purpose and Positioning Statement
	BISWA: Fostering Inclusive Growth through Microfinance (Abridged)
	Lava Mobile's Deal with National Geographic Channel: What Next?
	Hero Honda: Parting Ways?
	VLCC'S Global Expansion Strategy
	University and Colleges Admissions Service (UCAS): A British Education Service Provider's Growth with Continuous Diversification
Human Resource Management and Organizational Behaviour	Chinese Workers Strike at Honda: A New Beginning?
	China's Worker Unrest: Transforming from 'World Factory' to a 'World Market'?
	HR Restructuring at Nissan
	Privatization of Rede Ferroviária Federal, Sociedade Anonima: The People Aspects
	Foxconn's Labor Practices
	AIG's Bonus Payments Controversy and its Decision to Adopt the 'Forced Ranking' System
	Bridging the Gap between B-School and Businesses: A Case Study of US B-Schools
	Facebook: Balancing Growth and Preserving Corporate Culture
	Infosys Role and Career Enhancement: A People Strategy or Fall from Grace?
	Insight into Women Professionals: How Accenture Smashed the Glass Ceiling
	Talent Retention Strategy at Essar Group
Goals Going Astray	

Subject	Case Title
Marketing	McDonald's in France
	Unilever's 'Power Brands' Strategy
	Apple's iPad: Redefining the Tablet PC Industry?
	100% Pure New Zealand' Destination Branding Campaign: Marketing New Zealand to the World
	Aircel's Promotional Strategy: Differentiating through Innovation
	Ambushing Adidas: Nike's 'Write the Future' Campaign
	Android Vs iOS: Mobile Operating System Wars in 2010
	Apple's Marketing Campaigns: From 'Get A Mac' to 'Why You'll Love a Mac'
	Assessing Factors Affecting Customer Satisfaction
	Assessment of Consumer Preferences
	Axe Detailer: Initiating a Change in Men's Showering Behavior
	Bajaj Auto Ltd's Brand-Centric Strategy
	Big Bazaar: An Indian Retail Chain's Customer Loyalty Initiatives
	Coca-Cola's "Open Happiness" Campaign: A Model for Global Marketing?
	Dove's Foray into Men Care: 'Journey to Comfort' or an Uncomfortable Journey Ahead?
	Evaluation of Consumer Perceptions
	Identifying Consumer Preferences and Market Positioning of a New Product
	Identifying the Factors Affecting Sales
	Indian Customers' Expectations on New Generation Cars
	Louis Philippe: The Growth of a Super Brand in India
	Marketing McDonald's in India
	Rebranding Union Bank of India
	Revival of Tata Nano: Can the World's Cheapest Car Maintain the Momentum?
	Toyota Etios's 'Q' Class Campaign: A Quality Marketing Strategy
	Van Heusen Brand in India: Growth through Brand Extensions
	3D Television: Will it Live up to the Hype?
	Big Bazaar Driving Tata Nano Sales
	Maruti Suzuki's 'Kitna Deti Hai?' Campaign: Will it Deliver the Mileage?
	Kurkure's Innovative Marketing Strategies
	The Iconic Walkman: A Thing of the Past?
Doodles: Google's Branding Strategy	
Loyalty Program Paradigm: The 'Unpaid' T24	
Maruti Suzuki's Kizashi: A Child Born to the Wrong Mother?	

List of Case Studies Published in 2011

Subject	Case Title
Marketing	Hero MotoCorp Ltd.: New Corporate Identity
	Trademark War: Hindustan Unilever Vs Ashique Chemicals Over Sunlight and SunPlus
	Cyrus Formulations: The Case for Sales Force Planning
	Hi-tec Plastic Aids- The Channel Choice Decision
	By-lanes in a Bank
Operations Management	Apple Inc.'s Returns Management Practices
	Harley-Davidson's Just-in-Time (JIT) Journey
	Capacity Planning at General Motors India
	Facility Location of DHL: Selecting the Leipzig/Halle Site and Building Operations Facilities
Project Management	Decision Making Under Uncertainty and Risk
	GMR's Terminal 3 for Delhi Airport: A Successful Project Execution Model for Public-Private Partnership Initiatives?
	Scheduling a Time-Constrained Project by Smoothing Resources Demand
Business Environment	Compulsory Corporate Social Responsibility Looms on India Inc.,: Can it be Sustained?
	Yoga, A Growing Multibillion Industry Globally, India Yet to Brace Up!
Business Ethics and Corporate Governance	For-Profit Colleges in the US: A Morally Bankrupt Sector?
	Ethical Breaches at News of the World
	Indian 2G Spectrum Scam: Crony Capitalism on Display?
	NIMBY' vs. 'BANANA' Is There a Way Out?
Economics	Vietnamese Dong Devaluation: Securing the Future with a Weaker Currency?
	China: A Nation Depreciating its Currency to Economic Prosperity
	Gears of Consumption and Investment in Different Plan Periods
	Greece's Sovereign Debt Crisis
	Telenor in India: Underdog's Innovative Pricing Strategy
IT and Systems	Facebook Messages: Changing the Face of Online Communication?
	Google +: Google's Ultimate Attempt at Social Networking?
	Greenpeace, Nestlé and the Palm Oil Controversy: Social Media Driving Change?
Leadership and Entrepreneurship	SKS Microfinance: Managing Growth and Continuity of a Social Enterprise
	Ursula Burns at Xerox Corporation: Breaking the Glass Ceiling
	BISWA: Fostering Inclusive Growth through Microfinance
	Cocoberry: A Startup's Global Ambitions
	Indra Nooyi: A Transcultural Leader
	SKS Microfinance IPO: What Went Wrong?

List of Case Studies Published in 2011

Subject	Case Title
Operations Management	Apple Inc.'s Returns Management Practices
	Harley-Davidson's Just-in-Time (JIT) Journey
	Capacity Planning at General Motors India
	Facility Location of DHL: Selecting the Leipzig/Halle Site and Building Operations Facilities
Project Management	Decision Making Under Uncertainty and Risk
	GMR's Terminal 3 for Delhi Airport: A Successful Project Execution Model for Public-Private Partnership Initiatives?
	Scheduling a Time-Constrained Project by Smoothing Resources Demand
Quantitative Methods	Measuring Growth and Responsiveness in Suziland
Insurance	Health Insurance, Cashless 'Juggernaut'!
	ULIPs Redefined in India
Industry Analysis	MSMEs in India: Opportunities and Challenges in Times of Globalization
Miscellaneous	Modern Cricket's Dilemma: A Case on Experimental Design