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NAAC
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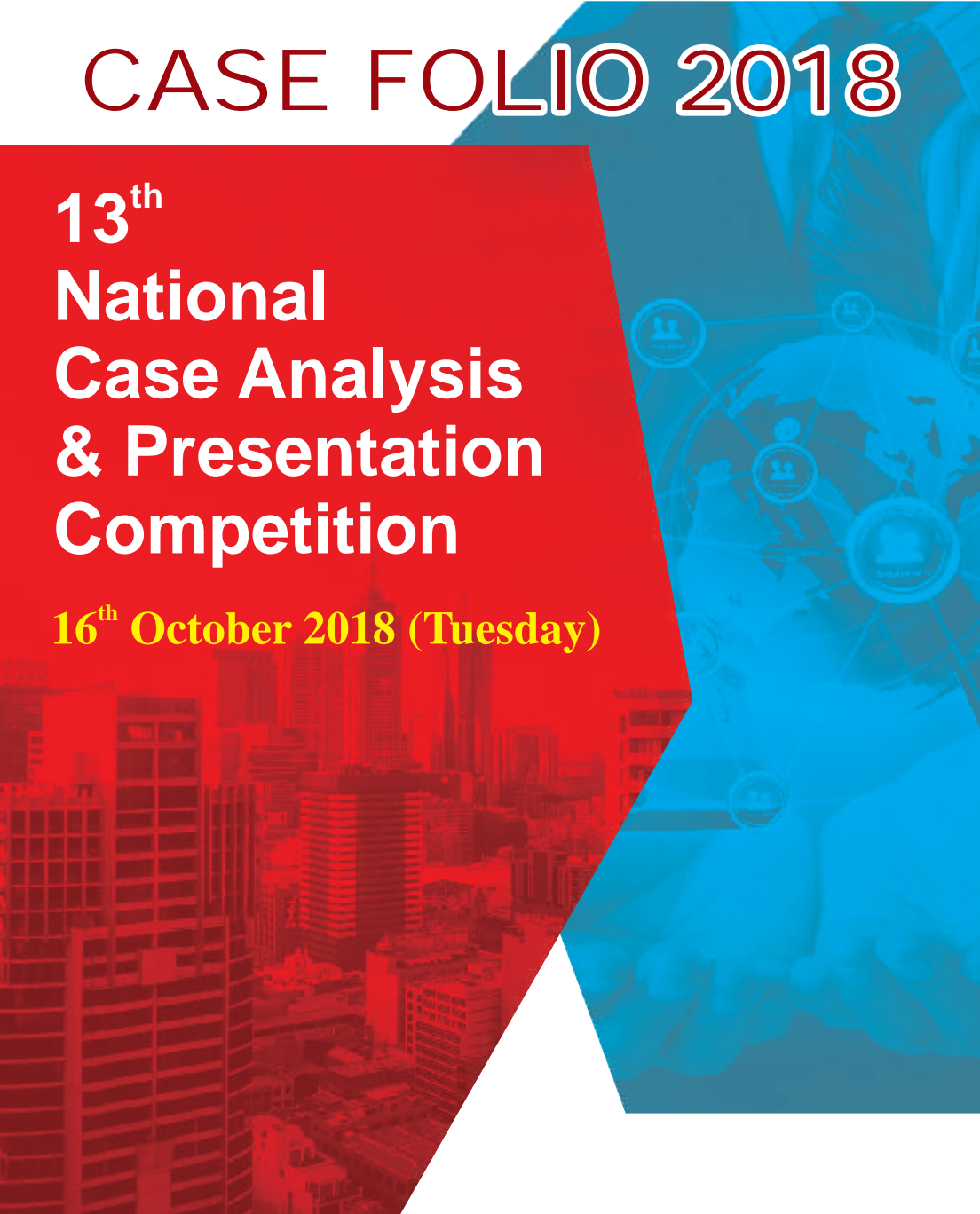
Incubating future business
professionals for excellence

CASE FOLIO 2018

13th

National Case Analysis & Presentation Competition

16th October 2018 (Tuesday)



INTRODUCTION

Business cases typically describe business situations occurring across the time line. A case comprises of facts, figures and issues related with the situation. The situation so described becomes the analogue for the learner to derive lessons about management or business functions and it enhances the problem solving skills of the learners. Each individual analyses the case from his /her own perspective.

A case analysis and presentation competition provides a platform to bring in different perspectives of the same case before the audience. Case competition therefore brings out variety of perspectives and outcome of analysis for others to learn. The case competition is a fertile ground for business management graduates to harness their logical thinking, analytical ability, comprehend and present their views cogently in a competitive environment. It brings the business management graduates close to real corporate environment where they are called upon to solve the problems in a short span of time.

Case Folio 2018 is an annual Case Analysis & Presentation Competition organised by Gitarattan International Business School that brings together students from different business schools to compete in fast-paced and challenging business environment.

PREMIER BUSINESS SCHOOLS PARTICIPATED IN THE PAST

Department of Management Studies- IIT Delhi, MDI-Gurgaon, FMS-Delhi University, DMS – NIT Kurukshetra, Prestige Institute of Management-Gwalior, IBA-Noida, SMS-Banaras Hindu University, Varanasi, FIIB-Delhi, Jaipuria Institute of Management-Jaipur, CMD-Modinagar, NIEC-Lucknow, CMS-Jamia Millia Islamia, Delhi, FMS-GKU, Haridwar, Asia Pacific Institute of Management-New Delhi, TIT&S-Bhiwani, IMS-Noida, Saintgits Institute of Management-Kerala, INJ Business School-G.Noida, Indian Business Academy-Noida, BIT-Meerut, IMK-Kurukshetra, Delhi School of Professional Studies & Research - Delhi, Delhi Institute of Advanced Studies-Delhi, N C College, Panipat, University Business School – Chandigarh, BCIPS – Dwarka, Amity Business School – Noida, Lingaya's University – Faridabad, IIS – Jaipur, Army Institute of Management and Technology, Noida, ITM Gwalior, International College of Financial Planning, Footwear Design & Development Institute, Central University of Haryana, Amity Business School, Amity University, Haryana, Guru Govind Singh Indraprastha University, USMS, Delhi School of Economics, and many more.

CASE PRESENTATION COMPETITION-OBJECTIVES

- To provide a platform for B - school students across the country to sharpen their analytical and problem solving skills which focus on understanding, analytical ability and judgment.
- To develop confidence in dealing effectively with the wide array of difficult situations faced during organizational decision making.
- To develop teamwork and leadership qualities among the students.

PROGRAM DESIGN

Case Folio-2018 has been carefully designed to meet the objectives stipulated for the program. The program will be conducted in two phases.

Phase I – Elimination Round (16th October, 2018)

A Business Case shall be given to all registered teams. Each team shall prepare an analysis of the Case. Out of the registered teams, top ten teams shall be selected for the final round on the basis of Analysis and Viva.

Phase II – Final Round (16th October, 2018)

Presentations and Oral Defence Round: Participants shall be required to make power point presentations for 10 minutes followed by 5 minutes of question answer session in the presence of panel of judges.

PARTICIPATION RULES

- One team can have maximum three students. Only one team can participate from a Business School approved by AICTE or from a management department of UGC approved University.
- Participation fee is Rs.1000 (One Thousand Rupees only) per team.
- Individuals other than participating teams can register themselves at a nominal fee of Rs 300.

Registration Fee should be sent in the form of Demand Draft in favour of "GITARATTAN INTERNATIONAL BUSINESS SCHOOL" payable at Delhi. Registration fee can also be send through the following on-line payment gateways:

A/c Name: Gitarattan International Business School

A/c No. : 50100235284444

A/c Type: Current Type

IFSC Code: HDFC0000886

Bank Name: HDFC Bank, Community Centre, Garg Plaza, Sec 8, Rohini Delhi-110085

PRIZES

I Prize : Rolling Trophy, Cash Prize of Rs. 10, 000, Mementos and Certificate of Merit

II Prize : Cash Prize of Rs. 7,500, Mementos and Certificate of Merit

III Prize : Cash Prize of Rs. 5,000, Mementos and Certificate of Merit

All participants will be awarded with Certificates of Participation.

Note: Registration fee includes - tea, snacks, lunch, Programme Kit. Outstation participants have to make their own boarding and lodging arrangements. However, assistance will be provided on request to avail these facilities in the vicinity of the Institute.

ORGANIZING COMMITTEE

Chief Patron
Shri R. N. JINDAL
Chairman

Chief Coordinator
Prof. (Dr.) B. S. Hothi
Director

Patron
Shri ANIRUDH JINDAL
Vice Chairman

COORDINATORS

Dr. D.K. Choudhary
Professor
9871505559

Dr. Vikas Gupta
Asso. Professor
8920955774

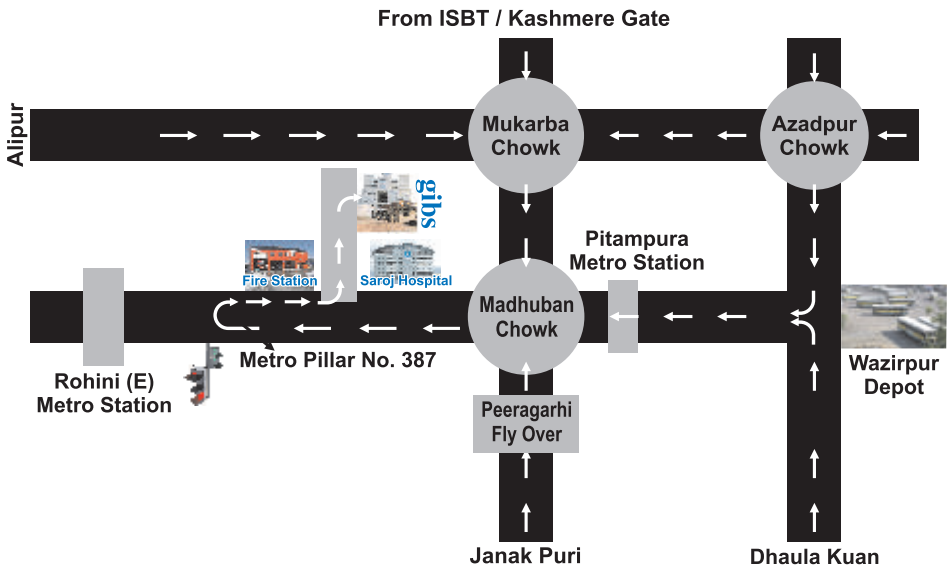
Ms. Richa Joshi
Asst. Professor
9711101424

Ms. Vrinada Rawal
Asst. Professor
9811432139

IMPORTANT DATES

Last Date of Registration : 10th October 2018
Notification of Contesting Teams : 13th October 2018
Date of Event : 16th October 2018

ROUTE MAP



Organised by:

GITARATTAN INTERNATIONAL BUSINESS SCHOOL

Approved by AICTE for Management Courses & Bar Council of India for Law Courses
& Affiliated to Guru Gobind Singh Indraprastha University, Delhi
'A' Grade NAAC Accredited & ISO 9001:2008 Certified
Assessed Category 'A+' by Joint Assessment Committee

ABOUT GIBS

Gitarattan International Business School (GIBS) was established in the year 2004. GIBS is affiliated to Guru Gobind Singh Indraprastha University, Delhi and is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India for technical programmes and Bar Council of India for Law programmes. GIBS is currently offering Post graduate programmes viz. MBA (I & II Shift), MBA-International Business & MCA Integrated and Under Graduate programmes viz. BBA LLB, BA LLB & BBA.

GIBS has been graded 'A' by National Assessment & Accreditation Council (NAAC) in 2nd Cycle. It is an ISO 9001: 2008 certified Institute. GIBS has been rated 'A+' by State fee Regulatory Committee, a fee committee of Govt. of NCT of Delhi & rated highest grading 'A' by Joint inspection Committee of Govt of NCT of Delhi & GGSIP University. GIBS has been rated Grade 'A' by Academic Audit Cell of GGSIP University consecutively from past 5 Years. Also, GIBS has been rated no. 2 by Times B School Survey 2018.

VISION OF THE INSTITUTE

To prepare outstanding professionals in business management and other disciplines, who can provide intellectual-emotional-psychological leadership; design-develop-implement systems & processes; and research-innovate-compete at national & international level.

MISSION OF THE INSTITUTE

- Provide an integrated learning experience stressing basic skill development, academic excellence, employable skill preparation and intellectual rigor;
- Promote integrated personality development of students;
- Encourage research and excellence in all activities of teaching fraternity;
- Promote continuous improvement in processes and systems through innovative ideas and technologies, and
- Nurture culture of fairness, equity and partnership.



giBS

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professionals for excellence

Gitarattan International Business School
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Rohini, Delhi-110085, India
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Email: case.folio@gitarattan.edu.in
Website: www.gitarattan.edu.in

CASE FOLIO - 2018
13TH NATIONAL CASE ANALYSIS
& PRESENTATION COMPETITION
16th October 2018 (Tuesday)
REGISTRATION FORM

Name of the Participant(s)	Profession	Phone Number	Email Address
1
2
3
4

Institution/Organization Name with Address :

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.....

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Telephones: Email Address

Signature of the Director/Principal/Dean with Stamp Date:

Registration Fee

- One team can have maximum three students. Only one team can participate from a Business School approved by AICTE or from a management department of UGC approved University.
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IFSC Code: HDFC0000886 Bank Name: HDFC Bank, 5, Community Center, Garg Plaza, Sector-8, Rohini, 110085

Mode of Payment:

Cash DD/Banker's Cheque

DD/Banker's Cheque No. Dated Drawn at

Mail this Registration Form to:
GITARATTAN INTERNATIONAL BUSINESS SCHOOL
PSP 2A & 2B Complex - II, Madhuban Chowk, Rohini, Delhi - 110 085
Tel: +91-11-27 555607/08 Fax: +91-11-27 555609
Email: case.folio@gitarattan.edu.in Web: www.gitarattan.edu.in