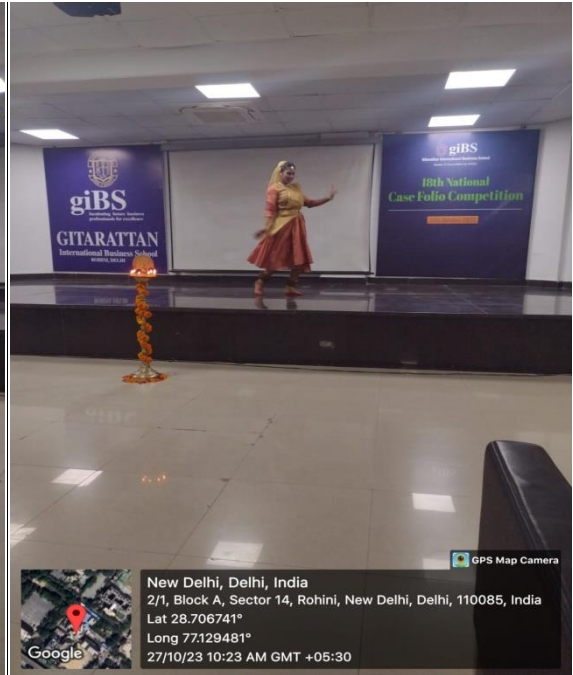


**18TH NATIONAL CASE ANALYSIS AND PRESENTATION
COMPETITION AT GITARATTAN INTERNATIONAL BUSINESS
SCHOOL
REPORT
27th OCTOBER, 2023 (FRIDAY)**

The 18th National Case Analysis and Presentation Competition, organized by Gitarattan International Business School on 27th October, 2023, aimed to provide a platform for students to showcase their problem-solving skills, analytical thinking, and strategic acumen through real-life case studies. The National case folio competition was well explicated by the eminent Guest Speaker **Dr. Shivam Srivastava, Associate Director at Cognizant, Noida**. The session began by Lamp lighting ceremony and Ganesh Vandana there by presenting a Sapling to our Guest Speaker by the Professor Vikas Nath Sir, GIBS. The beginning of the event was done by dance performance by Soumya Gupta, a student of the Bachelor of Business Administration (BBA) program at the institute.

Dr. Shivam Srivastava informed the audience about the importance of utilizing case studies as a means of bridging the gap between classroom knowledge and real-life experiences. He highlighted that, in his own role, he engaged with customers on a daily basis and discussed how these real-world interactions paralleled the essence of case studies. He encouraged the students to frame their problem statements accurately, stating that getting the problem statement right is often half the job done. He emphasized that precise problem statements were crucial for effective problem-solving. However, he also offered a word of caution. He reminded the audience that case study models, while instructive, do not always represent real-life scenarios with 100% accuracy. He encouraged participants to take the proposed solutions with a grain of salt, understanding that real-world situations could be more complex and challenging. Dr.Srivastava concluded his address by wishing all the participants the best of luck in their endeavours. His insights served as a valuable reminder that while case studies are powerful tools for learning and problem-solving, they should be approached with a degree of flexibility and adaptability, as real-world scenarios often demand dynamic and nuanced solutions.





Competition Rounds:

The participants were given a time frame of two and a half hours, starting from 11:15 AM to 1:45 PM, to work on their case analysis and prepare their PowerPoint presentations. The preliminary evaluation round took place between 2:00 PM and 3:45 PM. This round served as an elimination stage, allowing participants to practice their presentation and receive feedback from the judges. It prepared them for the final round, which was scheduled to be more competitive and challenging.

Announcement of Final Round:

Kanishka, a second-year MBA student, took the stage to introduce the final round of the competition and announce the top 10 teams that had successfully advanced. Her introduction set the stage for the climax of the event and generated excitement among the participants and the audience. For the final round finalists results announcements there were two distinguished judges were selected to provide their insights and expertise;

- 1) Dr. Niva Bhandari's, Assistant Professor, Management Development Institute (MDI), Gurgaon..**
- 2) Dr. Soma Dey, Associate Professor, Faculty of Management Studies (D.U)**

Following the judges' address, the much-anticipated results of the competition were announced:

1st Position: - Team: CF 9 – JIMS, Vasant Kunj, Lifted Rolling Trophy, year 2023; along with Cash Prize Rupees 10,000.

2nd Position: - Team: CF 2 – Sharda University, Cash Prize of Rupees 7,500.

3rd Position (Tie): Cash Prize of Rupees 5000 divided to equally 2500:2500 (each team)

- Team CF 6: New Delhi Institute of Management (NDIM)

- Team CF 8: Asian Business School (ABS)

At last Dr. Niva Bhandari's, Management Development Institute (MDI, Gurgaon) & Dr. Soma Dey, Faculty of Management Studies (D.U) appreciated the runner-up teams for their brilliant performance. They also encouraged everyone to become and emphasized the students to actively participate in such upcoming events. This competition aims to emphasize on problem-solving, strategic thinking, and effective communication will undoubtedly contribute to the development of future business leaders.

Prepared by: Dr. Sonia Rajoria, Assistant Professor CLS GIBS

FLYER OF THE EVENT



 **giBS**
Gitarattan International Business School
Grade 'A' Accredited by NAAC

18th National Case Folio Competition

27th October 2023

🕒 10:00 AM ONWARDS 📍 GIBS CAMPUS

The winning Team will carry Rolling Trophy

1st
PRIZE

₹ 10,000



2nd
PRIZE

₹ 7,500



3rd
PRIZE

₹ 5,000





SCAN FOR
BROCHURE

Fee for Registration ₹1000 per Team



SCAN FOR
REGISTRATION

Last date of Registration: 18th October 2023
 For any query/clarification, mail at case.folio@gitarattan.edu.in
 Link for Registration <https://tinyurl.com/Case-Folio-18th>

TYPE OF EVENT	National Case Analysis and Presentation Competition
VENUE	Auditorium
TIME & DURATION	10:00 A.M. TO 06:00 P.M.

CONDUCTEDBY	MINDBENDERS CMS-GIBS
ORGANISEDFOR	Management Department, CMS-GIBS
NAMEOFTHECOORDINATOR	Dr. A.S. Ramnarayan (Professor, CMS-GIBS) Dr. Kanaka Balasubramanian (Professor, CMS-GIBS)
ATTENDANCE	44 (Externals participants) 09 (Internal Student Coordinator)
RESOURCE PERSON	Dr. Shivam Srivastava, Associate Director at Cognizant, Noida. Dr. Niva Bhandari's, Assistant Professor, Management Development Institute (MDI). Dr. Soma Dey, Associate Professor, Faculty of Management Studies
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. The primary objective of a case analysis competition is to develop participants' problem-solving skills. 2. This competition encourages critical thinking and the ability to evaluate information, make informed judgments, and think analytically.
LEARNIN GOUTCOME	<ol style="list-style-type: none"> 1. Students gained the problem-solving skills as they proposed solutions and strategies to address these issues. 2. They learnt how to evaluate the facts and information presented in the case and make informed judgments.
SHORTFALL DURING EVENT	No.
LINK OF YOU TUBE VIDEO	https://youtu.be/CB2flavjxhY