**MANAGEMENT CASES**

**Description –**

JK Lakhmipat University is introducing the event **Management Case Study Competition**, in our annual cultural fest, **Sabrang 2018**, the description for which is understated:

Gear up yourself, as teams from across colleges compete to prove their business entrepreneurial mettle. Confronted with real-life case scenarios, just strong business skills & financial know-how won’t be enough. Only those with a spark of creativity & a zeal for realising business opportunities will make it through.

The event relates to providing solutions to real life business problems. The participants would be given a case to study, analysis and find lucrative, practical and resourceful solution, keeping in mind various, market constrains that could possible arise.

Since, it is a group effort; they are free to use their own creativity and moods, to explain the solution of the case.

**Rule and Regulation-**

1. There will be minimum 3 & maximum 5 participants in a group

2. Team will be given 15 min. to present their case, with 12 mins of presentation and 3 min for question and ans.

3. Each team will be judged on the following criteria:

1. Presentation Skills / Mode

2. Team coordination

3. Conceptual Clarity

4. Critical Reasoning

5. Creativity

6. Problem Solving Approach.

The teams will be given the case study on the spot & will be given 45 mins for preparations. Online registrations will start prior to the event & the registration fee is Rs. 50 for each member of the teams.

We look forward to ingenious strategies and innovative ideas. Wishing best of luck to the participating teams! The case will be sent to the registered teams via email.

Thank you.