

BUSINESS TO BRAND

the journey revealed

AKA: Case Study competition

Date: 2nd December 2022

Time: 11am

Venue: Auditorium, 2nd floor

Eligibility: Senior & Junior

Team Composition: 2-4 members per team



Prizes:

For Seniors: 1st – ₹2500 + Trophy
2nd – ₹1500

For Juniors: 1st – ₹1000

Case studies are one of the best teaching tools for enhancing business acumen and testing practical knowledge.

Those that innovate the future, understand history the best!

Understand the past and you can shape your future!

So gear up folks, to participate in an event where you would dig the history, present the mystery & predict the future of a company

Rules:

- The registrations will close on 28th November 2022, at 2 pm
- Allocation of companies for presenting the case study will be done by the event coordinator once the registrations are closed
- The presentation must include the following sub-topics:
 - Introduction to the chosen Company
 - Any one Marketing Campaign run by them
 - Any one product of the company
 - Future Scope
 - Freedom to explore other points
- The submission deadline for the presentation is set as 5 pm, 1st December 2022 (Submission link would be sent to all team leaders)
- Presentation must strictly not exceed 8 minutes
- No restrictions on number of slides
- After the presentation, the judges will ask the team a few questions related to the topic of their presentation.
- Team members are expected to contribute to the presentation equally
- The organizing committee and the judges will make the final decisions, which shall be binding on all
- A maximum of 2 teams per institute from senior category and 1 team per institute from junior category can register for the event

Judging Criteria:

- Ingenuity
- Depth of observation
- Key aspects
- Presentation

Faculty Incharge: Prof. Amey Tilve

Coordinator: Nikhil Rao: 9359206776

Rutvik Vaze: 8975577892

Scan to Register

