



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



ENTREPRENEURSHIP DEVELOPMENT CELL

Presents

CASE STUDY COMPETITION

Tuesday, 22nd October, 2019

TECNIA AUDITORIUM

**Cash
Prizes**

Hurry!
Register Now

**1
CONSOLATION
PRIZE**
For a Team of all
Female Participant

1st	Rs. 4,000
2nd	Rs. 2,500
3rd	Rs. 1,500

PARTICIPATION FEE: RS. 500/- PER TEAM (Non-Refundable)
- Through Cash/Digital Payment/DD/Bankers Cheque

CONVENER: DR. NIVEDITA - 8882927696, CO- CONVENER: DR. LEENA JENEFA - 9025715473

01

EXECUTIVE SUMMARY

Owing to wide spread acceptance as an intrinsic part of the business education curriculum and corporative training, "Case Study Method" is a promising learning tool which enables the students to practice application of a theory or concept to real life situations. It also provides an opulent source for enabling the students to develop problem solving and decision making skills. Case study competitions are designed with the objective to provide a platform for students to sharpen their analytical and problem solving skills. It also motivates the students to exhibit their knowledge, awareness, analytical abilities and applicability of thought or idea to solve the organizational problems.

02

OBJECTIVES OF CASE STUDY COMPETITION- 2019

- To provide an opportunity to the students to learn in a high pressure environment, involving a real life situation.
- To enable the students to understand the genesis of the real corporate environment.
- To help the students to integrate with the learning outcomes in their class room.
- To make the students develop their analytical skills and to improve their decision-making skills.
- To assist the students to organize their thinking around an integrated planning framework.
- To make the students to realize highlight the value of taking a holistic and integrated approach to manage an organization.

03

PARTICIPATION

- The competition is open for all the post graduate and undergraduate students of TIAS and other Institutes/colleges/Universities.
- Students can participate individually or in a team of two to three students.
- Registration Date: **From 5th October to 18th October 2019**

04

REGISTRATION PROCESS

Participants are required to fill a Registration Form available at www.tecniain.com and submit it along with Registration Fee.

05

PARTICIPATION FEE & MODE OF PAYMENT

- The Entry Fee is Rs.500 /- per Team (2-3 Members).The fee once submitted is non-refundable on cancellation.
- Participation Fee can be submitted by cash or through a Demand Draft/Banker's Cheque in favour of Tecnia Institute of Advanced Studies, Payable at Delhi to the Co- Convener Dr. Leena latest by 05:30 pm on 18th October 2019

PRIZES

06

- **1st Prize** : Rs. 4,000/-
- **2nd Prize** : Rs. 2,500/-
- **3rd Prize** : Rs. 1,500/-

CONSOLATION PRIZE

To the best team comprising of Female Students.

JUDGING CRITERIA

07

Elimination Round

- Each team will be given 7 minutes for presenting the case.
- The evaluation will be scored onsite by a separate panel of judges.

Final Round

- Top 06 teams will be selected for the final contest
- The participants shall be required to present the case for 07 minutes followed by question answer session
- The winning teams will be announced at the closing session.

TERMS & CONDITIONS

08

- The students can work in a group (maximum 3 students) .
- All presentations have to be made in PPT.
- The nominations of students must come through Head of Institution/ Dean (Academics)/Dean (Students Welfare).
- For further details on guidelines to Case Folio, refer to the brochure on www.tiaspg.tecna.in.

EVALUATION PROCESS

09

A panel of judges consisting of representatives from across the area will evaluate the case study presentations and determine the winners. The panel will include members of the business and education communities. Evaluation of the presentation will be based on following criteria:

- Aspects of Presentation (Understanding of the Problem , Content of the presentation, Analysis of the Case, Innovative Solution / Strategies , Summarizing)
- Oral Presentation (Verbal Skills, Clarity Body Language Convincing power, Persuasion, Member Participation)

IMPORTANT DATES TO REMEMBER

10

- Last Date to Submit Registration Amount along with Form - 18th October, 2019

ABOUT TIAS

Tecnia Institute of Advanced Studies (TIAS) is one of the Premier NAAC accredited "A" Grade Institute duly approved by All India Council for Technical Education, Ministry of HRD, Govt. of India in the year 1998 and is affiliated to Guru Gobind Singh Indraprastha University, Delhi; Recognized under Section 2(f) of UGC Act, 1956. TIAS is ISO 9001:2015 certified for Quality Management System & ISO 14001:2015 certified for Environmental Management System by ISC Assurance Services Pvt. Ltd. recognition for its well established system and procedures for imparting quality education. Institute has ultra-modern building in the hub at Madhuban Chowk, Rohini Delhi, and is well connected with metro, rail, airport. The institute conducts MBA, MCA, BCA, BBA & BA(J&MC) Program. The institute is a professional center established, with an aim to provide Training and Expertise to improve the capabilities, technical knowledge, required for career development of young generation by way of providing the quality education.



GIVE YOURSELF THE EDGE OF EXCELLENCE THROUGH TECNIA

PATRON-IN-CHIEF

Dr. R. K. Gupta, Chairman, Tecnia Group of Institutions, Delhi

EVENT DIRECTOR

• Prof. (Dr.) Ajay Kumar, Director

CONVENER

Dr. Nivedita, Head T&P & Entrepreneurship Development Cell

Co-CONVENER

Dr. Leena Jenefa, In-Charge Research and Development

ORGANISING COMMITTEE

- Dr. Ajay Pratap Singh
- Dr. Sachin Sabharwal
- Dr. Sandeep Kumar
- Dr. Arun Bhatia
- Dr. Namita Mishra
- Dr. Neerav Verma
- Dr. Rajesh Agrawal
- Dr. Vishal Khatri
- Dr. Rohtash Kumar
- Dr. Vipul Partap
- Dr. Jitender Rai
- Mr. Anil K Jharotia

Kindly send your Registration Form and DD by post to:

Dr. Nivedita, Convener, 8882927696

Dr. Leena Jenefa, Co-Convener, 9025715473



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