



# TECNIA INSTITUTE OF ADVANCED STUDIES

**NAAC ACCREDITED GRADE "A" INSTITUTE**

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<b>Event</b>	<b>:</b>	<b>Case Study Competition 2019</b>
<b>Date</b>	<b>:</b>	<b>22<sup>nd</sup> October, 2019</b>
<b>Time</b>	<b>:</b>	<b>09:30 AM – 03:00 PM</b>
<b>Venue</b>	<b>:</b>	<b>MP Hall, PG Building, TIAS</b>
<b>Students</b>	<b>:</b>	<b>MBA &amp; BBA</b>
<b>Co-Convener</b>	<b>:</b>	<b>Dr Leena Jenefa</b>
<b>Convener</b>	<b>:</b>	<b>Dr. Nivedita</b>
<b>No.of students</b>	<b>:</b>	<b>42</b>
<b>Beneficiaries</b>	<b>:</b>	<b>MBA,BBA,MCA AND BJMC of Tecnia Institute of Advanced Studies and other management colleges.</b>

## Objectives:

1. To provide an opportunity to learn in a high pressure environment, involving a real life situation.
2. To enable the students to understand the genesis of the real corporate environment.
3. To help the students to integrate with the learning outcomes in their class room.
4. To make the students to develop their analytical skills and to improve their decision-making skills.
5. To help the students to organize their thinking around an integrated planning framework.
6. To highlight the value of taking a holistic and integrated approach to manage an organization.
7. To assist the students to enhance confidence and to develop interpersonal skills along with the team spirit

## Report:

A Case Study Competition was organized by Tecnia Institute of Advanced Studies on **22<sup>nd</sup> October 2019**. The event was inaugurated in the Auditorium of Tecnia Institute of Advanced Studies, Rohini. Prior to this the Information regarding Registration, Rules & Regulations and Judgment Criteria and Brochure along with registration form was uploaded at the [www.tecnia.in](http://www.tecnia.in), the Institute website. Students from Tecnia Institute of Advanced Studies and from other colleges took part in the event. The event was organized with the

objective to bring students close to real corporate environment and to provide a platform for the students to sharpen their analytical and problem solving skills so that students can develop confidence in dealing effectively with the wide array of difficult situations faced during organizational decision making. Three relevant and buzzing cases were selected for the competition and were uploaded in the evening of 20.10.2019. The cases were as following:

1. Downfall of Jet Airways: How Naresh Goyal's airline walked into a trap of its own making from where there was no return  
Source: <https://www.firstpost.com/business/downfall-of-jet-airways-how-naresh-goyals-airline-walked-into-a-trap-of-its-own-making-from-where-there-was-no-return-6499081.html>
2. What Killed Thomas Cook? Brexit And Decline Of Package Holidays Undercut Venerable Travel Brand  
Source: <https://www.forbes.com/sites/marisagarci/2019/09/23/virgin-atlantic-steps-in-to-offer-jobs-to-displaced-thomas-cook-employees/#705a9ce5391c>
3. Alibaba – The Chinese Brand Leading Disruptive Innovation  
Source: <https://martinroll.com/resources/articles/marketing/alibaba-chinese-brand-leading-disruptive-innovation/>

A total of 17 teams comprising of students of MBA and BBA from different colleges participated in Case Competition 2019. The schedule was as following:

#### First Round

Time	Event	Faculty Coordinators	Judges	Venue (PG Building ) 3 <sup>rd</sup> floor
09:30-10:30 am	Case Study Competition : 1 <sup>st</sup> Round	Ms Rajni Bansal	Dr Neerav Verma Dr Vandana Raghava	1302
09:30-10:30 am	Case Study Competition : 1 <sup>st</sup> Round	Dr Monisha Gupta	Dr Namita Mishra Dr Anuj Nanda	1410

#### Final Round

Time	Event	Faculty Coordinators	Judges	Venue (PG Building ) 3 <sup>rd</sup> floor
1:30-3:00 pm	Case Study Competition : Final Round	Ms. Keenika Saini	Dr Ajay Kumar Dr Ajay Pratap Dr Neerav Verma	1302

The prompt decision taken by the panel of judges allowed 8 teams to move in the Final Round. After a neck to neck completion, the judges came with final results. In this round the final top three winners who were awarded Rs.4,000, Rs2,500 and Rs1,500 respectively and one Consolation Prize of Rs. 500 /- were awarded.

## Learning Outcome:

1. Students practiced and experienced the ways to analyze and present the case studies.
2. Students understood the process of solving the business cases and its implications.
3. Students gained specialized and updated knowledge on the following concepts highlighted:
  - a) Downfall of Jet Airways
  - b) What killed Thomas Cook?
  - c) Alibaba-The Chinese Brand Leading Disruptive Innovation

**Valedictory Session:** The completion concluded in the valedictory session, where the winners were given cash prizes along with certificates by Dr.Ajay Kumar, Director TIAS, Dr. Nivedita, In Charge Entrepreneurship Development Cell and Convener Case Study Competition 2019 and Dr. Leena Jenefa, Co- Convener Case Study Competition 2019.

The First prize went to Bhawna Gera, Deepmala Chauhan and Kanchan Sharma of TIAS who won the whopping Rs.4,000/- in cash. The Second prize went to Sidharth Maheshwari and Vivek Kumar Singh from TIAS, who received Rs.2,500/- and the third prize went to Sijin Thomas, Shikha Sharma and Himani Panwar from GIBS with the prize money of Rs.1,500/-.The Consolation prize for all female team only was given to a team from TIAS and the participants Himani Shakti Sharma, Madhu Yadav and Sandhya R.Nair.

## Vote of Thanks:

At the end of in the valedictory session, Dr Nivedita resented vote of thanks. She highlighted the importance of the case study based learning. Dr Nivedita described how case study solution experience helps the students in interviews and motivated students to participate in many more such competitions.



Case Study Competition Participants represent their case in Case Study Competition 2019 before Judges & other participations



A team of two students presenting their case analysis before the judges in Final Round of Case Study Competition 2019



Judges evaluating and giving scores to different teams during the Case Study Competition 2019



Dr. Ajay Kumar, Director-TIAS, giving away the certificate to the winning participant