

Business Case Study Competition, 2019

Department of BBA(H) ,

Institute of Engineering & Management (IEM), Salt Lake organized a Business Case Study Competition at ASHRAM Campus, IEM



Purpose: The very aim of the said competition was to enable the students of the BBA(H) level to get introduced into the business case studies in an in-depth fashion. Though not immediately related to their University curriculum, this competition was expected to help them out to interpret the different business problems and their tentative solutions which are all important for a management student.

Methodology: The said competition was carried in two stages. In the first phase an intra-class preliminary round competition took place where BBA(H) 2nd Year and BBA(H) 3rd Year students competed within the class . The students made their groups in the class and participated. Each group was given single but separate case studies for analysis. It was proposed that a particular class would be allowed to compete if at least 5 groups were participating in the preliminary intra-class round. The groups discussed the questions given at the end of the case study. They took help of Power-point presentation and they completed their presentation within given time limit. The winner and the runner-up teams from each class was picked-up by panel of juries and the final was held among those 4 groups. Winner and the runner-up was decided by the panel of juries. A separate case study was provided for the final round.

Important Dates:

Preliminary Rounds: 03.05.2019

Semifinal Round : 10.05.2019

Final Round: 17.05.2019

Time : 4pm onwards

Award & Recognition:

- a) Participation certificates for all participants
- b) Separate certificate for the winner and the runner-up along with Trophy

Co-ordinators: Prof. (Dr.) Rabin Mazumder, Prof. Saikat Chakrabarti & Prof. Dibyendu Chattaraj



BCSC 2019 Group Picture after the Final Round with the Juries and the Team Members



Team BCSC 2019