

## Rulebook

# Business Case Study

### (College and Polytechnic)

### About

A case study entails an examination and depiction of an authentic business issue that a company encounters in a professional environment. Utilizing a case study as a research tool in conjunction with other research methods is viable for the final tasks of the program. In the academic realm, participants will be assigned a product along with pertinent details. They will need to conduct further investigations and propose strategies for its marketing. The IIEC will also conduct a grooming and information session involving academic staff to address queries and provide clarifications. Embracing a diverse range of skills and capabilities is essential to ensure adaptability and transformation, ultimately leading to improved efficiency. In line with this, the **National Innovation Competition 2024 - Technocrats V.2** presents an opportunity for you to present your original ideas and solutions, as well as showcase undiscovered talents. This competition serves as a key platform for demonstrating innovation in our nation.

### Eligibility

- **College** (HSC or Level A) and **Polytechnic** students can apply to this segment.
- It should be a group project and each group contain **4 members** consisting of a group leader. A **minimum of 2 members** must be applied to join this competition.
- There is no limit to the number of teams that one institution may register for this competition.
- Students from different educational institutions can form a team.

**Registration Fee: 1,500/-**

**Registration Link: <https://forms.gle/xcVyrMBYCRdkg99M8>**

**(Please select your following segment during registration)**

### **Subject Matter and Presentation**

- Participants will be provided with a business product in which a budget will be given and may select the area for marketing.
- A particular product and its significant priority will be sent to the team leader's email. They will be given the product along with relevant information via email. And also, the information shall also be available on the event page **7 days prior** to the event.
- Participants must have to prepare a PowerPoint presentation focusing on the solution they have developed.
- Participants will be given a maximum **5-to-15-minute** slot for a presentation on the Case study.
- Participants will be given **10 days** to do the research and develop a plan.
- Participants must submit a printed description of their business plan on the day of the program. Each team must submit its solution in brief.
- All work presented must be original work. Any academic offenses will result in elimination.
- The teams have to pitch their presentation at the IUBAT campus.

### **Guidelines**

- Your idea/abstract will not be published anywhere or to anyone except the judges.
- For any inconvenience, Team Leader will be the point of contact.

- References are encouraged in the solution and will be excluded from the word count.
- Reference should be arranged from a verified source. In the case of authorization checkup, the wrong reference could be the reason for falling behind.

## General Rules

- Review the case carefully: Read and analyze the case thoroughly to understand the business scenario and identify the problem(s) to be solved.
- Form a team: Participate in the competition as a team of 2-4 individuals. Choose team members with complementary skills and strengths.
- Develop a strategy: Brainstorm and develop a comprehensive strategy to tackle the case problem.
- Research and gather data: Conduct research and gather relevant data to support your solution.
- Prepare a presentation: Create a clear and concise presentation that explains your solution and how it addresses the case problem.
- Practice your presentation: Rehearse your presentation to ensure it flows smoothly and effectively conveys your ideas.
- Dress professionally: Dress appropriately for the competition, following the dress code provided.
- Be respectful: Show respect to your competitors, judges, and audience members.
- Time management: Manage your time effectively, allowing enough time for each section of the presentation.
- Follow the rules: Adhere to the competition rules and guidelines, including time limits and presentation format.

- Stay calm and confident: Stay calm and confident during the presentation, even if faced with unexpected questions or challenges.
- Learn from feedback: Take any feedback received during or after the competition as an opportunity to improve and grow as a team.

## Disqualification

- The authority holds the right to change the rules anytime as required for the event.
- Any sort of misconduct at the IUBAT campus may result in disqualification.
- Misbehaving with the judge will not be allowed in the program segment.
- The decision of the judge will be the final decision for all.

## Awards

- Champion will be given a price money of **15k** along with crest and certificates.
- Runner-Up will be given a price money of **10k** along with crest and certificates.
- 2nd Runner-Up will be given a price money of **8k** along with crest and certificates.

**NOTE – The team Coordinator and Judge reserve the right to change the rules at any point in time. The change will however be highlighted on the website.**

### For Any Queries:

### Contact/Organizers Details

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