



SCHOOL OF COMMERCE & MANAGEMENT

Department of ManagementNOTICERef No: AJU/SCoM/DoM/2024/548

Date: 27.03.2024

This is to inform all the students and staff that the Department of Management (BBA) is organising Annual Management Fest: "MAN-E-FEST" on 05th April 2024 from 09:00 am onwards in University Campus.

Event Coordinator: Dr. Nikita Shukla and Dr. Vijyata

Event Convener: Dr. Pompe Das Sengupta and Dr. Vishakha Joseph


Dr. Vishakha Joseph
Program Coordinator I/C
BBAProgram Co-ordinator
School of Commerce & Management
Dr. Pompe Das Sengupta
Asst. Dean (UG)
School of Commerce & ManagementAssistant Dean (UG)
School of Commerce and Management
Arka Jain University, JharkhandCopy for the information:

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MAN-E-FEST 2024**TEHKIKAT - A CASE STUDY ANALYSIS COMPETITION**

Date of Event	5-4-2024
Name of the Event	Tehkikat - A Case Study Analysis Competition
Type of the Event	Academic Event
Conducted by	School of Commerce and Management Coordinator- Sudeshna Sarkar
No. Of Participant	11

OBJECTIVE:

1. To encourage students to delve into real-world scenarios and apply theoretical knowledge.
2. To promote critical thinking and analytical skills among participants.

DETAILS:

The competition commenced with a brief introduction by the event coordinator, Sudeshna Sarkar, outlining the rules and objectives of the competition. Each participating team was provided with a case study representing a complex business scenario. The teams were tasked with analyzing the case, identifying key issues, and presenting viable solutions within a specified timeframe.

Participating Schools:

1. J. H. Tarapore School
2. Vidya Bharti Chinmaya Vidyalaya
3. Sri Krishna Public School
4. ADLS Sunshine School

The final round involved in-depth presentations by the shortlisted teams, followed by a question-and-answer session from the panel of judges.

Outcome: After intense competition and meticulous evaluation, the following results were announced:

- **Winner:** J. H. Tarapore School
- **Runners-up:** Vidya Bharti Chinmaya Vidyalaya

Conclusion: "Tehkikat" proved to be a successful event, achieving its objectives of promoting critical thinking and analytical skills among students. The competition witnessed enthusiastic participation from all schools, showcasing the talent and potential of young minds. The event coordinator, Sudeshna Sarkar, expressed her gratitude to all participants, judges, and volunteers for their contributions towards making Tehkikat a memorable and intellectually stimulating experience.

TAKEAWAYS: This event not only provided a platform for students to hone their analytical abilities but also fostered camaraderie and healthy competition among schools. It is hoped that such initiatives will continue to inspire and empower students to become future leaders and problem solvers in their respective fields.

Poster of the Event:



Figure 1: Poster of the Event Tehkikat – MAN- E- FEST 2024

Photos of the Event



Figure 1: Participants giving a presentation -Tehkikat



Figure 2: Participants giving a presentation - Tehkikat

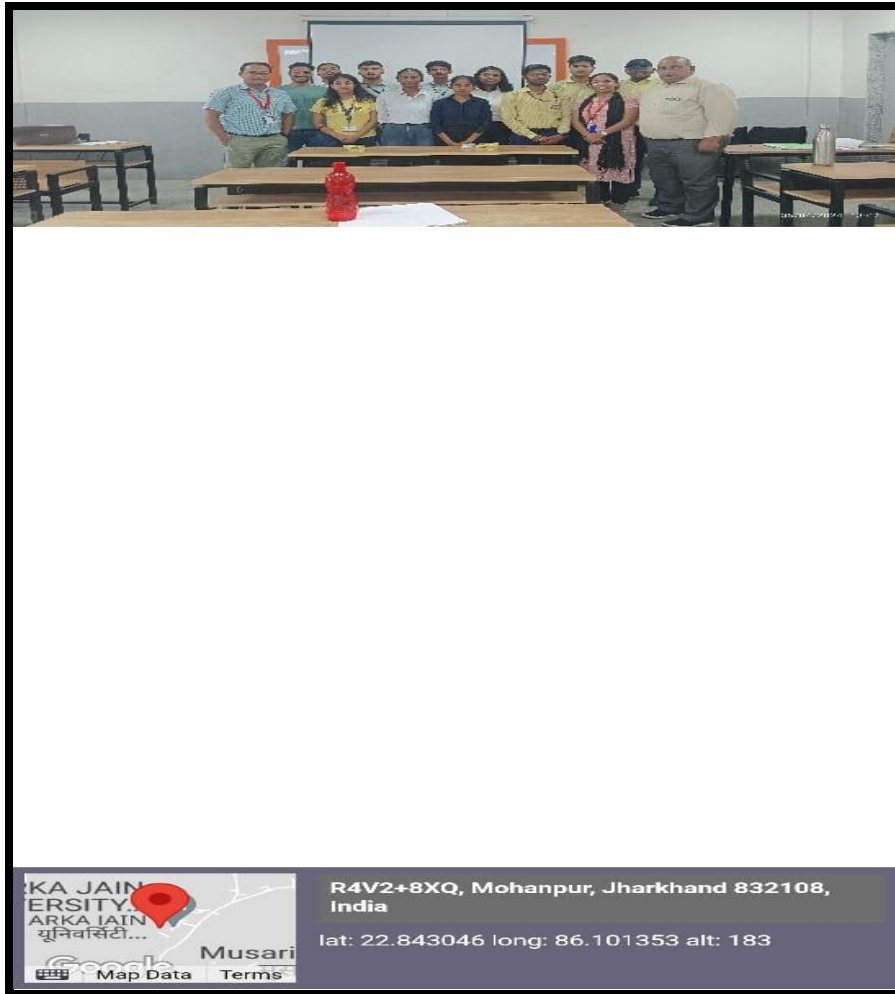


Figure 2: Group Photograph of the Participants - Tehkikat

Ajish Kumar

Judge Evaluation Form

Team: <u>01</u>	Case Number: <u>01</u>	Numerical Ranking:
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EVALUATION CRITERIA	COMMENTS AND RATING
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Rating: E=Excellent, A=Average, N=Needs Improvement

<p>Key Issues:</p> <ul style="list-style-type: none"> ▪ Definition of problem and key subsidiary issue 	<p><i>Overall industry issues well presented with the Asian region's specific problems clearly identified.</i></p> <p>Rating: <u>02</u></p>
<p>Analysis:</p> <ul style="list-style-type: none"> ▪ Qualitative and quantitative analysis ▪ Ability to build ideas 	<p><i>industry historical data well presented. Market trend and future forecast was a good idea as it helped us appreciate direction Team intended to take.</i></p> <p>Rating: <u>03</u></p>
<p>Evaluation of Feasible Alternative Solutions and Recommendation</p> <ul style="list-style-type: none"> ▪ Realism and practicality of solutions ▪ Strategic orientation and focus ▪ Logical tie-in to analysis ▪ Justification of recommendation 	<p><i>buying competitor to increase market share and introducing notion of selling through local agent network were very good ideas. Team justified ability to finance acquisition well.</i></p> <p>Rating: <u>4</u></p>
<p>Implementation and Plan of Action</p> <ul style="list-style-type: none"> ▪ Consideration of cost and critical issues ▪ Timeline and analysis of unforeseen problems 	<p><i>Costs associated with expansion plans likely under estimated. Timeline presented should have included consideration for competitor reaction.</i></p> <p>Rating: <u>3</u></p>
<p>Handling of Questions:</p> <ul style="list-style-type: none"> ▪ Ability to defend position, convincing, consistency with presentation ▪ Ability to answer questions ▪ Smoothness and balance of group 	<p><i>Well done, clearly in command of subject matter, issues and planned solution. Team members handled themselves well under pressure. Well done.</i></p> <p>Rating: <u>3</u></p>
<p>Presentation Form and Style</p> <ul style="list-style-type: none"> ▪ Presentation style/communication skills ▪ Creativity, professionalism ▪ Use of acetates and time 	<p><i>Well articulated, acetates were clear and concise. Team appeared professional. Overall, good content and very good presentation style.</i></p> <p>Rating: <u>3</u></p>

General Comments	
Strengths:	<i>Analysis, creativity, presentation skills and teamwork</i>
Area for Improvement:	<i>A less optimistic / more realistic implementation plan is advisable Also</i>
Key Reason for Decision:	<i>Should keep in mind competitive reaction. Team was more aggressive business wise, took more calculated risk and identified more creative growth approach.</i>

Sudip Singh