



Proposal for Case Study Competition

Title : “Decode and Decide : A Case Challenge”
Venue : Easwari Engineering College, Ramapuram, Chennai.
Organising By : Department of Management Studies, EEC.
Date and Day : 18th September, 2026 / Friday

Objective of the Competition:

The Case Study Competition is an attempt at providing the students with a platform where they can use the theoretical knowledge gained in the classroom in real-life situations in business. Through this competition, participants will be able to study the problems of an organization, find innovative yet practical solutions to the problem and give appropriate advice for future action.

Team Composition:

- Team Size: **2–4 members**
- Open to **UG & PG students**

Event Structure:

Round 1: Boardroom Analysis (60 Minutes)

- All teams will receive the **same business case**.
- Teams will have **60 minutes** to analyze the case and prepare their strategic recommendations.
- During the analysis (after 30 minutes), each team will randomly pick **one Twist Card**.
- The Twist Card introduces an unexpected business scenario (e.g., budget cut, competitor entry, regulatory change, social media crisis, CEO resignation, supply chain disruption, etc.).
- Teams must revise their strategy by incorporating the Twist Card into their final solution.
- Teams may prepare a maximum of **5 presentation slides** along with a **one-page Executive Summary**.

Round 2: Boardroom Pitch

Shortlisted teams will present their solutions before the panel of judges.

- Presentation: **6 Minutes**

- Question & Answer: **4 Minutes**

Judges will evaluate both the original strategy and the team's ability to adapt to the unexpected business challenge.

Evaluation Criteria:

Criteria	Marks
Problem Identification	15
Business Analysis	20
Strategic Recommendation	20
Adaptation to Twist Card	15
Innovation & Creativity	10
Presentation & Communication	10
Response to Judges	10
Total	100

Rules and Regulations:

- The competition is open to UG and PG students.
- Each team shall consist of **2–4 members**.
- The business case will be provided on the spot.
- Teams must complete the analysis within the stipulated time.
- A **Twist Card** must be incorporated into the final solution.
- Maximum **5 presentation slides** and **one-page Executive Summary** are permitted.
- Each team will have **6 minutes** for presentation followed by **4 minutes** of Q&A.
- Teams must adhere strictly to the allotted time.
- Internet or AI tools may be used **only if permitted by the organizing committee**.
- Any form of plagiarism, malpractice, or external assistance during the competition will result in disqualification.
- The decision of the judges shall be final and binding.

Event Summary:

The Boardroom Challenge is a consulting-style business case competition where teams analyze a common business case and present strategic recommendations. To simulate real-world decision-making, each team receives a random Twist Card midway through

the analysis, requiring them to adapt their strategy to an unexpected business challenge. The event tests participants' analytical ability, strategic thinking, adaptability, communication, and presentation skills in a dynamic boardroom environment. This format ensures fair evaluation while making every team's solution unique and engaging.



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RAMAPURAM CHENNAI



Team Registration Form

Team Name *

Short answer

Team Leader *

Short answer

College Name *

Short answer

Department*

Short answer

Year *

Multiple choice

- I
- II
- III
- IV

Email ID *

Short answer

Phone Number *

Short answer



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Member 1 Details

Member 1 Name *

Short answer

College Name *

Short answer

Department*

Short answer

Year *

Multiple choice

- I
- II
- III
- IV

Email ID *

Short answer

Phone Number *

Short answer

Problem Statement

Choose the Problem Statement *

Multiple choice

- AI-Enabled Community Preventive Healthcare & AYUSH Wellness Platform
- AI-Based National Skill Matching and MSME Workforce Platform
- Smart Community Sports Infrastructure and Athlete Development Ecosystem