

Proposal for Case Study Workshop & Competition

As part of the Youth Festival organized by YUCI

Venue: Faculty of Management (FOM), SRM Institute of Science and Technology, Ramapuram Campus, Chennai

1. Title of the Event

“Case to Clarity: Workshop and Case Study Competition”

2. Objective

The event aims to enhance students’ analytical, problem-solving, and decision-making skills through structured exposure to case study methodologies and competitive application. It bridges theory and practice by first training participants on case handling and then assessing their competencies through a live competition.

3. Event Structure

The event will be conducted in two phases:

Phase I – Workshop on Case Study Handling (First Half of the Day)

A hands-on workshop focusing on:

- Understanding business cases
- Identifying core problems and decision points
- Structuring analysis using management frameworks
- Developing practical and ethical solutions
- Presentation and articulation techniques

This session will prepare participants for effective participation in the competition.

Phase II – Case Study Competition (Second Half of the Day)

- Teams will be given a real-time case.
- Participants will analyze, deliberate, and present solutions before a panel of experts.
- The best-performing teams will be adjudged and awarded.

4. Eligibility

- Open to undergraduate and postgraduate students from all disciplines.
- Participants must be currently enrolled in a recognized institution.

5. Team Composition

- Each team must consist of **2 to 3 members**.
- Inter-college teams are not permitted.
- One team per institution is recommended (or as specified by organizers).

6. Competition Rules and Regulations

1. Teams must register in advance through the official YUCI registration channel.
2. The case will be provided only on the day of the event.
3. Time allocation:
 - Case analysis: 45–60 minutes
 - Presentation: 8–10 minutes
 - Q&A: 3–5 minutes
4. Use of mobile phones and internet during analysis is not permitted unless explicitly allowed.
5. All presentations must be original. Any form of plagiarism will lead to disqualification.
6. Teams must adhere strictly to time limits.
7. The decision of the judges will be final and binding.
8. Professional conduct and academic integrity are mandatory throughout the event.

7. Evaluation Criteria

Teams will be evaluated on:

- Problem identification and clarity of thought
- Depth of analysis
- Practicality and feasibility of solutions

- Innovation and strategic thinking
- Ethical considerations
- Communication skills and presentation quality
- Team coordination

8. Panel of Judges

A panel comprising academicians and industry experts will adjudicate the competition.

9. Awards and Recognition

- **Winner**
- **Runner-up**
- **Best Analysis Award** (optional)
Certificates will be issued to all participants and winners.
- **Participation Certificates to all participants**

10. Outcome of the Event

- Develops case-solving competency among youth.
- Promotes experiential learning.
- Encourages analytical rigor, teamwork, and professional communication.
- Aligns with YUCI's vision of nurturing leadership and intellectual excellence among students.