



National Case Analysis Competition

Saturday, 19th December 2020

Asian Business School invites your participation in PROMULGARE'20 – National Case Analysis Competition. This competition invites youth from all colleges / universities Pan India to display their analytical skills and critical thinking abilities blended with effective presentation style to enact the case through a role play.

GUIDELINES

- The competition is open for all recognized colleges / universities Pan India.
- Each College/ University can nominate a maximum of 4 teams.
- Last Date of Registration is 16th Dec 2020.
- Teams need to register on the link: <https://forms.gle/eMFFLYKP96RwRkLB6>
- There are no Registration Charges
- Competition will take place online through zoom platform and meeting ID and time will be shared with the finalists on 18th December 2020 by 5pm
- A common case will be given to each college based upon a real / hypothetical managerial situation.
- The case will be emailed to the finalist teams one day prior to the event i.e. on 18th Dec 2020 by 11 AM.
- Students have to present the case analysis in the form of a role play, showcasing how the scenario will be dealt at corporate level.
- Role play presentation time will be of 10 minutes (there will be negative marking for exceeding the time limit)

- A team should comprise of 2-5 members. It is mandatory for all members of the team doing Case Analysis to be online for the final round with their videos on. The team can choose the role of members from within the registered team who would be enacting the analysis as per their own discretion.
- The medium of Role Play presentation should be English only.
- The complete rubrics for marking will be standard and there will be no discrepancy between markings of different panels.
- The judges will base their decisions entirely on role play act presented online.
- The participants must take care that they do not use slang or foul language in any case. “Derogatory comments against any caste, creed, religion, sect or institution will not be allowed”.
- Jury’s decision will be final & binding for all.
- Each participant will get an e- certificate of participation. Teams attaining First, Second and Third positions will be awarded the winners certificates and First Position holder will be awarded a trophy along with the certificate.

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