



## “Case Analysis Competition”

for Management Students

on

4<sup>th</sup> February 2012

- : Organized By : -

**MBA Department**

**Sankalchand Patel College of Engineering**

S.K. Campus,  
Ambaji – Gandhinagar Highway,  
Visnagar – 384 315. Gujarat (INDIA).

Visit us : [www.mba.spcevng.ac.in](http://www.mba.spcevng.ac.in)



## **Case Analysis ... a learning perspective!**

Analyzing case studies have become an integral part of management learning throughout the B-schools in India as well as overseas.

A case study, not only presents the various facts available to a manager at a particular point of time to make a decision, but also an account of what has happened to a business or industry over a period of time. A case study could deal with a number of issues or just one. It could involve the application of a single management concept or a number of them.

### **Objectives of this event:**

- To provide the students an opportunity to analyze a real life management situation by applying the management concepts learned in class.
- To give the students an idea of the complexity of decision making in the real world.
- To provide a means for the students to improve their analytical skills.
- To provide students with an opportunity to participate and gain an experience in presenting their ideas to others.

## **- : About the Institute : -**

### **Sankalchand Patel College of Engineering (SPCE):**

Sankalchand Patel College of Engineering (SPCE), Visnagar, established in 1999, is the state-of-art educational institute approved by AICTE and affiliated to the Gujarat Technological University (GTU). SPCE is a very distinguished name in the high quality technical education offering graduate and postgraduate courses in different disciplines like Master of Business Administration (MBA), Master of Computer Applications, Electronics & Communication, Computer Engineering, Information Technology, Electrical Engineering, Mechanical Engineering, and Civil Engineering.

### **MBA Department (SPCE - MBA):**

MBA Department (popularly known as SPCE-MBA) was established with a mission to offer one of the best MBA programs (AICTE approved, 2 years full-time) affiliated to the Gujarat Technological University (GTU). We are presently offering specialization in Marketing and Finance. At DBM-SPCE, we emphasize on imparting managerial skills along with practical knowledge in order to acquaint the students with the rigors of competitive corporate environment. At SPCE-MBA, our focus is to provide the best learning environment to the students.

## Event Attraction:

- First and second winner team will be awarded cash prizes:

**FIRST PRIZE : RS. 1000/-**

**SECOND PRIZE : RS. 500/-**

- All participants will receive the certificate of participation.

## Participation Rules:

1. Students of MBA program, from any semester / specialization, can participate in the event.
2. Participation must be in a **TEAM** of **4 students**.
3. For participation in the event, advance registration of a team is must.
4. Each team will be given 10-15 minutes for presentation of their case analysis.
5. Team will be evaluated by the panel of experts.
6. Decision of the judge will be final for the evaluation.

## Schedule of the Event:

09.30 – 10.00	Registration and Reporting at the Venue
10.00 – 10.30	Orientation session – What is case study?
10.30 – 12.30	Case discussion and analysis (Team wise)
12.30 – 01.30	Presentation Preparation
01.30 – 02.00	Lunch Break
02.00 onwards	Presentation & Evaluation

\*Will be followed by prize / certificate distribution.

## - : Event Organizing Committee : -

### Patron

Shri B.C. Patel  
(Chairman – NSVKM)

### Chairman

Dr. H. N. Shah  
(Principal – SPCE)

### Convener

Prof. B. K. Patel  
(HoD – MBA Department)

### Coordinator

Prof. P. R. Trivedi.  
(Asst. Professor)

## -: Registration Details : -

A nominal fee of **Rs. 200/- in cash per team** will be charged towards registration. The fees cover the cost of study material, lunch and refreshments during the event.

Last date for registration will be **3<sup>rd</sup> February 2012.**

### For Registration contact:

Prof. P. R. Trivedi.  
Mo. – 9879503052

Prof. C.R. Patel.  
Mo. - 9727715743

E-mail: [dbmspce@gmail.com](mailto:dbmspce@gmail.com)