

BRIEF-A-CASE '24 EVENT REPORT

Name of the Event- Brief- A-Case - An Inter-Departmental Case Study Competition

Date & Venue:

- Round 1- 10th June, 2024 (Monday) 11:30 AM - 1:00 PM
- Round 2 -14th June, 2024 (Friday) 11:30 AM - 3:00 PM
- Venue: Room 205 (Round 1), Room 212 (Round 2)

Collaborator (If any): N/A

Name of the Judge: Mr. SHAMIK GUHA

Number of Participants (Student):

- Round 1- 45
- Round 2 - 24

Number of Teachers: 1

Key Takeaways:

Day 1

- The **Round 1** of 'Brief-a-case' 24' inaugurated with a warm welcome to all the participants of the event, followed by an introduction to the Consulting Club.
- The **Rules and Regulations** to the event were explained in detail to the participants, for them to have a smooth and effortless time during the Aptitude Test.
- The participants were given **30** multiple-choice- questions through a Google Form which were to be completed in **45** minutes of time span.
- The participants were particularly tested on Logical & Deductive Reasoning, Critical Thinking, Current Affairs and a basic understanding of Accounting, Mathematics, and English.
- Out of the **45** participants, **24** of them had to be selected and proceeded for the **Round 2** of the event, which was done on the basis of the marks they had scored in the Aptitude Test.
- These **24** participants were grouped into a total of **6** teams of **4** members each, who would work together for the Case Study Competition Round.
- The teams were created carefully keeping in mind the diversity of their **scores**, **departments** and the **semesters** to which they belonged.
- The President of the Consulting Club took the opportunity to explain to the 24 participants well about the **Case Study Competition for the Round 2** of the event and what was the needful work that the teams were expected to present.

- The day prior to the Round 2 of the event, **3 Associates** from the Council of Consulting Club were given responsibility as **mentors** to overlook two teams each and guide them in their presentation and clear the doubts that might have arisen during the process.

Day 2

- The Round 2 of BAC'24 initiated with the introduction of the club, a special introduction to the esteemed Judge for the event, **Mr. Shamik Guha**, followed by a felicitation ceremony for him.
- **The Judge, Mr. Shamik Guha and our esteemed professor, SK Ma'am** were called onto the stage to share their precious words with us.
- The event flow for the teams was decided through a **chit-system**, where the chit of the team name which was picked from a bowl, would go forward with their case study presentation **first**.
- The participating students had the opportunity to sharpen their business skills through effective presentations, thorough research, and showcase their interpersonal skills in the Round 2 of the event.
- The **two-day offline event** gave the participants an opportunity to learn about the unknown facts and figures, collaborate well with their team members and bring forth a valuable presentation in the event.
- Our esteemed judge, Mr. Shamik Guha interacted well with the participants and carefully yet humbly advised the students on their **grounds of improvement**.
- After the completion of the presentation of the 6 teams, a short break was kept, during which the Core Team of Consulting Club arranged for some **fun guesstimates and brain teasers** for the participants to enhance their analytical thinking and problem-solving skill sets.
- The break and the guesstimates session alongside were followed by the most awaited part of the event, **the prize distribution ceremony**.
- After careful observations and scrutiny, the Judge announced the 'Winner', 'First Runner Up' and 'Second Runner Up' for the events and **distributed the prizes and congratulated them**.
- The event was brought to a wrap with a humble '**Vote of Thanks**' by the Council of Consulting Club and some kind words from Mr. Shamik Guha himself.
- The **feedback** of the Judge, participating students and the organizing committee was taken through a 'selfie-stand' where some sticky notes of their feedback were added.

PICTURES:

