

Curious-2017
National Level Case study Competition
GUIDELINES

Dear Participants,

Guidelines and Instructions:

- A three member team (including one faculty member is desirable) should register online on Registration link: <http://curious.indiraiimp.edu.in>
- Registration fees is ₹500 per team.
- No limit on number of registrations from same Institute.
- On receipt of registration fees the case will be mailed to the registered email id of the team.
- The solved case study to be mailed on curious2017@indiraiimp.edu.in
- The case analysis will be peer reviewed by a team of experts from Industry and academia after which the winners will be announced on our website.

• **Payment Details:**

- Through NEFT, Bank details are as follows –

Account name: Indira Institute of Management, MBA

Account number: 170611031013

Branch name: Dena Bank, Pimpri Chinchwad, Pune

Bank IFSC code: BKDN0510637

Details of the online transactions i.e. the transaction id and receipt of the payment should be sent to curious2017@indiraiimp.edu.in

- Through Demand Draft (DD) in favor of ‘Indira Institute of Management’ payable at Pune. DD should reach us on or before 20th March, 2017

Candidates should write their name and UID on the back of the DD and mail it at the address given below along with copy of the registration form

To,
Coordinator, CURIOUS 2017,
Indira Institute of Management (MBA),
85/5A, "Tapasya", Off.
Mumbai Pune Highway,
Tathwade, - Pune 411033.
Maharashtra

- Soon after the registration, the case study will be mailed to the team.

- The solved case study (as per the guidelines) should be sent on or before 23rd March, 2017 through mail on the email address curious2017@indiraiimp.edu.in with your UID number
- Announcement of winner will be done on 30th March, 2017. The results will be displayed on the website : <http://curious.indiraiimp.edu.in>

Given below are guidelines for solving the case study:

All the participants are expected to solve the case study on the following guidelines:

Situation Analysis: Based on the data given in the case, analyze the external environment under the heading of economy, technology, public policy and culture. For the internal environment, identify the strengths and weakness under the heading of leadership, R&D, marketing, finance, HR and other.

1. If needed, different management models can also be used.
2. Identify the main problem(s) given in the case.
3. Extract only the relevant information.
4. Find out the reason for the development of these situations.
5. **Strategic alternatives:** To overcome the problem, mention alternatives that are now available from worst to best.
6. **The choice:** Offer specific recommendations.
7. **Action Plan:** Recommend time bound action plan.
8. Participants will have to submit their case analysis in MS-Word format.
9. The document should not have more than 2500 words.
10. Participants should ensure that font size should be Times New Roman 12 pt and Times New Roman 14 pt for Headings. The page margins should be 1.5" on left and 1" on top, right and bottom.
11. Line spacing should be 1.5"
12. Students are required to mention references as per APA reference style. e.g **Author, A., Author, B. (date of publication). Title of document. Retrieved from http://xxxxxxxx**
13. Plagiarism is strictly prohibited. Online search engines may be used as reference, but copy pasting directly from the internet is highly discouraged.
14. Please save the document as "author name_institute name" for e.g "Ravi Kokkar_Indira Institute of Management".
15. You need to forward the Case Study Analysis Document on curious2017@indiraiimp.edu.in
16. Please include your UID in the subject line

FAQs

Who can participate?

Ans : Curious 2017 is open for all post graduate (PG) management students and faculty members. The team will be comprised of a faculty member and two students. No limit on the number of teams participating from the same Institute.

What is Case Study?

Ans : A Live case study is an intensive analysis of individual unit (e.g. a person, group, or event). The live case offers a unique and challenging opportunity to take on a real business challenge. Case studies may be descriptive or explanatory.

What is Curious 2017 all about?

Ans: CURIIOUS 2017, organized by IIMP is a “National Level Case Study Competition” for Post Graduate, Management Students. “CURIIOUS 2017” has proved to be a platform for the aspiring managers to showcase and prove their problem solving and analytical mettle by analyzing a live case. Such events not only train them to deal with problems in a limited span but also boost their confidence to provide instant solutions to the contemporary issues.

Process of Curious 2017

Ans: Teams will have to undertake online registration process for participating in the case study competition. Registration Fees – Rs. 500/- per team will be applicable. A Unique ID will be sent through email after completion of the online process.

On completion of the registration, a live case will be forwarded on the email ID provided by the participants. Before or on the last date (23rd March 2017), the solved case must be sent by the team on email address: curious2017@indiraiimp.edu.in. Three winners will be declared on 30th March, 2017

Benefits of participating in Curious 2017?

Ans: The competition offers a unique and challenging opportunity to take on a real business challenge. The most innovative and implementable ideas will be rewarded with attractive cash prizes as follows:

1st Prize : Cash Prize of **Rs. 51,000/-** , Trophy & Certificate

2nd Prize : Cash Prize of **Rs. 21,000/-** , Trophy & Certificate

3rd Prize : Cash Prize of **Rs. 11,000/-**, Trophy & Certificate

All participants will get Participation Certificates