

Inter University Business Case Challenge - 2021

Introduction

Entrepreneurs develop their own business by bearing the risk and uncertainty. They face number of challenges in order to maintain their status quo with current market scenarios. In their entrepreneurial journey, they are forced to use the analytical skill at their best in the process of foreseeing the current and future market trends as an embedded component of the overall strategic perspective.

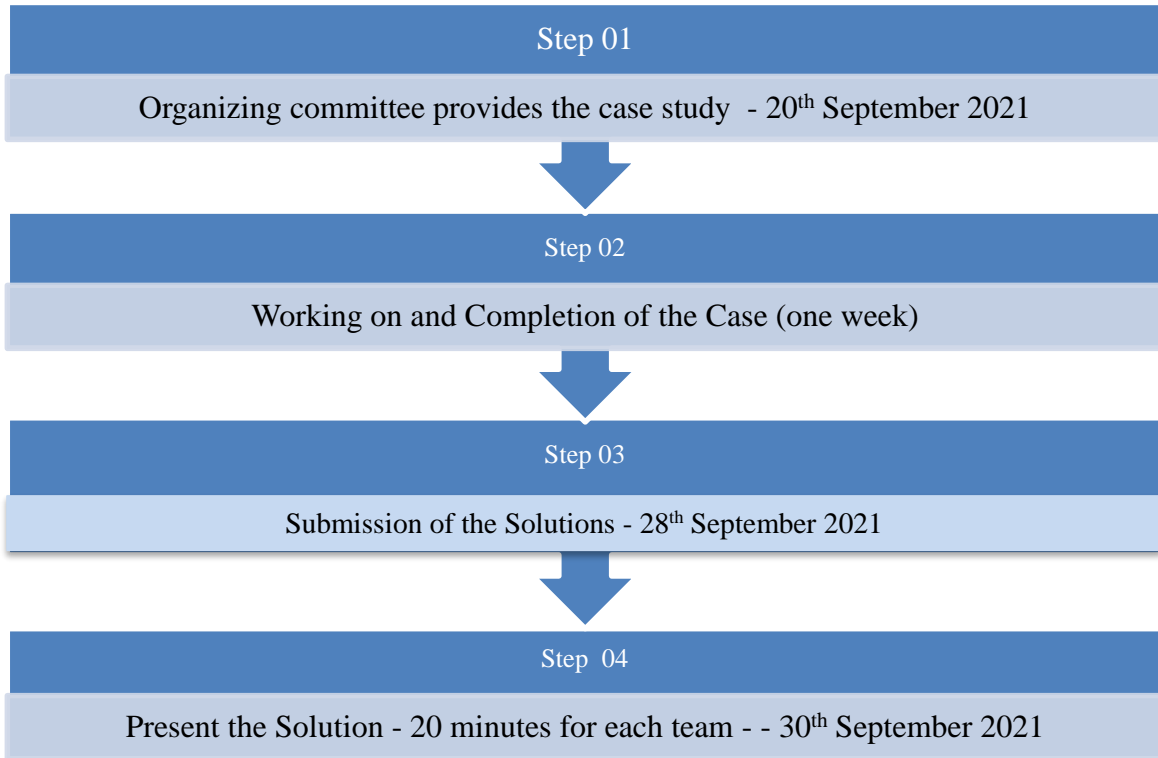
Business Case Challenge has been designed to test your skill to analyze business organizations as a strategic element of surviving in the highly competitive environment. In this competition, you are required to analyze the given case and provide strategic solutions for the diagnosed problems to clear the bottle necks with your theoretical knowledge.

Objectives and the Scope of the Competition

The overarching goal of this competition is to enhance the analytical and foreseeable skills of undergraduates to solve the identified business issues based on a given case. The specific objectives are as follows;

- To develop their problem solving and decision making abilities
- To evaluate the practical application of theoretical knowledge in real entrepreneurial environment
- To provide a forum for undergraduates to create team-based solutions to the diagnosed business issues.

The completion will be conducted as a one day competition. Competition lineup as a below:



General Guidelines

1. This competition is open for all the Management Faculty 3rd year undergraduates in Sri Lankan Universities.
2. Only one team from one department is allowed to participate in the competition.
3. Only team entries are eligible, and the team shall consist of five members.
4. The unethical behaviors are highly restricted and it can affect eligibility of the team.
5. The competition will be conducted via zoom due to the current pandemic situation.
6. Replacement of any participant of a team is not allowed after registration
7. The decision of the judge panel will be final and will not be subjected to any change.

Deadlines

Registration – on or before 10th of September 2021

Inform Eligibility – 17th of September 2021

Final competition – 30th September 2021