



# NEW HORIZON COLLEGE

MARATHAHALLI

Permanently Affiliated to Bengaluru North University,  
Recognized by the Govt. of Karnataka Recognized under section 2 (f) of the UGC Act, 1956  
Accredited by NAAC with 'A' Grade

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**Event Name: “Case Analysis & Business Presentation”**

**Date:** 10 January 2025

**Timings:** 10:00 AM onwards

**Judges:** MCOM Seniors

**Venue:** Chanakya seminar hall

**Organized by:** Entrepreneurship Development cell (ED CELL)

**Faculty Coordinator:** Ms. JYOTI SHETTY

**Student coordinator:** Mr. MURALI M, Ms. RISA IDA RONI, Mr. SHIVA SUBRAMANYA

**No. of Participants:** 11 students each

**Event Overview:**

**Case Analysis & Business Presentation:** The Business Presentation is an exciting event aimed at encouraging and developing communication skills. The event was structured into three levels, with participants showcasing their communication skills, creativity, and case studies and research throughout the competition.

The three rounds:

- Presentation
- Question & Answer
- Judgment

A comprehensive platform for participants to demonstrate their business acumen.

### **LEVEL 01: Chit Pull**

**Objective:** This System aims to have judges randomly draw a chit to decide which student will present their presentation.

**Task:** Judges had to choose a random chit consisting of the participants' names. Accordingly, the names were called, and participants had to present their topics.

**Outcome:** This activity is used to face unpredicted events and boost their confidence.

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### **LEVEL 02: Presentation**

**Objective:** The round was designed to evaluate the participants' presentation and communication skills.

**Task:** In this round, participants were asked to present their case study to a panel through PowerPoint presentation. Each presentation lasted for 10-15 minutes.

**Outcome:** When participants presented, they were tested on their communication skills and their ability to conduct research on the topic.

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### **LEVEL 03: Question & Answer**

**Objective:** The final round was designed to evaluate the participants' responses to questions, accuracy, engagement in communication, and ability to defend.

**Task:** In this round, participants were asked some questions from judges after their presentation.

**Outcome:** After the presentation, the judges conducted a Q&A session to probe deeper into the participants' ideas, testing their knowledge and ability to handle challenging questions. The participants' ability to handle pressure, defend their ideas, and think on their feet was critical for this round.

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**JUGEMENT CRITERIA:** it was based on 4 different parameters.

1. Confidence Level.
2. Presentation.
3. Communication Skills.
4. Content in PPT.

**-It consists of a total of 50 Marks.**

### **Winners and Awards:**

After Level 3, the panel of judges evaluated the participants' performance across all rounds. The winner was selected based on the overall strength of their case study, the quality of their PPT, and the effectiveness of their presentation. The winners received a Certificate and were awarded a prize in acknowledgement of their hard work.

### **Conclusion:**

The business preparation event was a comprehensive platform for participants to practice, present, and refine their business analysis, pitching, and problem-solving skills. Engaging with industry professionals and peers gave participants practical experience, feedback, and confidence in approaching complex business situations.

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### **PHOTOGRAPHS OF THE EVENT:**





## PHOTOGRAPHS OF JUDGES:





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**WINNER OF THE EVENT:**



**MEGHANA B V**  
**P19KU24C012010**