

PRIZES AND INCENTIVES

Rolling Trophy: As a gesture of encouragement for the participation, our college management has instituted a rolling trophy for the winning institute.

For Paristhiti 2013-14, the prize money along with Rolling Trophy is as follows:

Prize	External Faculty Category & Corporates	Internal Faculty Category	Student category
Ist	Rs.5,000	Rs.5,000	Rs.5,000
IInd	Rs.3,000	Rs.2,500	Rs.2,500
IIIRD	Rs.2,000	Rs.1,500	Rs.1,500

- Selected cases to be published in a Book with ISBN Number
- Certificates of participation.

CONTACT INFORMATION

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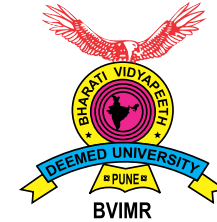
Salient Features of BVIMR, New Delhi

- BVIMR Honoured with B-School Leadership Award By Star News
- MBA Programme Re-accredited by NBA.
- Ranked among top "50" B-Schools in India By Hindustan Times
- Ranked amongst Top 40 B-Schools in India, Top 10 B-Schools in North India and 2nd in Delhi
- Ranked amongst Top 10 Business Schools in Delhi / NCR Top 10 Business Schools in Placements in India & Top 20 Business Schools in India by Business and Management Chronicle.
- BVIMR has received Certificate of Excellence as Best B School by Business & Management Chronicle in association with www.cat100.in in the year 2012
- Certificate of Excellence as A++ category Business School of India, Year 2013 by Campus Concourse Business School Survey 2013 in association with www.cat100.in.



Bharati Vidyapeeth Deemed University Institute of Management & Research, New Delhi
(Constituent unit of Bharati Vidyapeeth Deemed University)

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BHARATI VIDYAPEETH UNIVERSITY
INSTITUTE OF MANAGEMENT AND RESEARCH, NEW DELHI (BVIMR)

Presents

परिस्थिति'13-14



NATIONAL CASE WRITING
&
PRESENTATION COMPETITION

27th, February, 2014

BHARATI VIDYAPEETH DEEMED UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI

An ISO 9001:2008 Certified Institute

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063 | Tel. 91-11-25285808, 25278446, 25284396 Telefax - 25286442
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BHARATI VIDYAPEETH UNIVERSITY

Institute of Management and Research, New Delhi (BVIMR)

Presents

PARISTHITI (2013-14)

National Case Writing and Presentation Competition

Bharati Vidyapeeth Deemed University, Pune, in recognition of its academic excellence by the Govt. of India was granted the status of "Deemed to be University" on 26th April, 1996. It has been re-accredited with "A" Grade by NAAC. It is one of the few Universities which has under its umbrella diverse disciplines such as Management, Medicine, Law, Engineering, Science, Art, Commerce, Pharmacy, Architecture, Social Work etc. It has been ranked amongst top 50 universities of India by India Today May 28, 2012 issue.

ABOUT BVIMR

Bharati Vidyapeeth University Institute of Management and Research (BVIMR), New Delhi (a major constituent unit of Bharati Vidyapeeth Deemed University, Pune) is an ISO 9001:2008 & 14001:2004 certified Institute and its MBA program is duly re-accredited by National Board of Accreditation (AICTE). The institute has been ranked amongst top 50 B-Schools in India by Business India, Business & Management Chronicle and Career 360 Magazine. It has been honoured with B-School Leadership Award by Star News.

The institute conducts Management Development Programmes, National & International Conferences and Seminars, Workshops, Panel Discussions, Role Plays, Debate & Elocutions, Case Studies, Business Quiz, Simulation Exercises and Staff Development Programmes for the corporate managers, Academicians and Researchers. The institute is blessed with state of the art infrastructure including Knowledge Resource Centre, Information Resource Centre, Wi-Fi enabled Campus, modern Auditorium, well equipped Computer Labs, Amphitheatre, Music Club and Health Centre.

WHY PARISTHITI

"PARISTHITI" 2013-14 is an Annual National Case Writing & Presentation Competition, which intends to stimulate the creative talents of students, faculty members and corporate managers to write and present a case based on real life business situations in any functional area of management.

Case study research excels at bringing an understanding of a complex issue and can extend experience and add strength to what is already known through previous research. The case method of teaching is increasingly utilized as a tool for teaching of business communication and technical writing. In addition to providing students with meaningful exposure to actual companies and written products, the use of cases challenge students to assume various positions within an organization where effective communication with myriad publics is essential in meeting organizational goals and objectives learning by bringing to life the various dimensions of manager's job. Structured around real life scenarios, case studies help students apply theoretical concepts learnt in a classroom to a business situation.

Keeping in liaison with our tradition of imparting knowledge through meaningful and content rich research, training and interaction, we are organizing a national case writing and presentation competitions scheduled on Thursday, February 27th, 2013.

The main purpose of the conference is to provide case writers with an opportunity to exchange ideas and share experiences related to case research and we encourage both first time case writers and seasoned case writers to attend the conference.

WHO CAN PARTICIPATE

It is organized for the following category of people, namely:

1. **Academicians**-Full Time Faculty Members of Management Institutions, Visiting / Part Time Faculty Members affiliated to any Management Institution/University, Doctoral and M. Phil scholars (under supervision of faculty, whose name must be associated)
2. **Corporates**
3. **Students**- Pursuing Management Courses (Applicants can apply individually or as a team of 1 to 3 members)

GUIDELINES FOR SUBMISSION OF CASE

- **Submission of Abstracts:** An abstract of the case should not be more than 250 words and should be emailed at: paristhiti2014@gmail.com latest by **January 10th, 2014**.
- **The final full length case should be submitted through email** latest by **January 30th, 2014**
- **Submission of Registration form:** The hard copy of the case, along with dully filled registration Form and a DD in favour of "Director, BVIMR", payable at New Delhi should reach the institute by **5th February, 2014**.
- The details of Registration Fees for different categories are as follows:

Faculty & Corporates	:	Rs. 1000/-Per Member
Students	:	Rs. 500/-Per Team

Note: The Registration fee includes the Conference Kit, Lunch, Tea and Coffee.

PRESENTATION GUIDELINES

- Cases should be original.
- Teams competing in the case competition may consist of not more than three members; i.e. teams may consist of one, two or three members.
- Each team will have (10) minutes to present the results of their team's analysis to a panel of judges; including questions by the jury. All team members must participate in the presentations.
- Each team should be prepared to present their analysis using a computer and an LCD.
- The judging panel will evaluate teams based on both content and presentation skills. Each team will be asked questions at the conclusion of their presentation. These questions will be based on the information the team presents. There may be no right or wrong answers to these questions. However, part of the scoring will be based on the team's ability to field the questions quickly. Teams will be judged on the viability of their strategy and the logical flow of their overall presentation.
- Student will be given a case in a functional area and they will need to analyze it as a team and give presentation for the same
- Team members may invite faculty advisors and fellow classmates to attend their presentation.

EDITORIAL GUIDELINES

- Two documents need to be submitted- Case and Teaching Note.
- Length of case should be more than 2500 words, including exhibits.
- **Font Style:** Times new Roman, Font Size: 12 with single line spacing.
- **Tense:** Cases should be written in past tenses. Industry notes and teaching notes can be written in the present tense, where appropriate.
- **Voice:** As far as possible use active voice.
- **Exhibits:** Refer to all additional presentation at the end of the case as "Exhibits". Do not use alternative words like annexure, Appendix etc...
- **References:** Footnote is the preferred method of Reference. The layout of the footnote should be as follows: Author, Article title, book title, edition number, publisher, Place of publication, year of publication, page number.
- **Layout of the teaching note:** The Teaching note should contain the following: Synopsis, Case Objectives, Position in Course, Assignment questions, Outlook (suggested / possible answers to assignment questions), Relevant readings.

CRITERIA FOR EVALUATION

The Competitions will apply the following evaluation criteria:

- **Content:** Relevance of the topic, strong learning objectives, multiple perspectives, data accuracy.
- **Form:** Style of writing, Presentation/flow, clarity, and presentation of data.
- **Teaching Note:** A good teaching note contain-Clear teaching objectives, Suggested student assignment, Suggested readings/references, possible discussion questions, Potential uses of the case, Analysis, Suggested teaching approach, Audio-Visual Support

NOTE: Equal importance will be given to the case and teaching note.

SCHEDULE FOR THE DAY

Thursday, 27th February, 2014

Time	:	Particulars/ Details
9:00 am – 9:30am	:	Registration
9:30 am- 10:30 am	:	Inaugural Session
10:30am- 11:15 am	:	Plenary Session
11:15am -11:45 am	:	Tea Break
11:30am -11:45 am	:	Distribution of cases to student participants
11:45 am -1: 30 pm	:	3 Parallel Sessions I, II, III - Faculty & Corporate Presentations
1: 30 pm – 2:30 pm	:	Lunch Break
2:30 pm– 4:30 pm	:	3 Parallel Sessions IV, V, VI - Student Presentations
4:30 pm	:	Valedictory Session

IMPORTANT DATES

Last date for receiving abstracts	:	10th January , 2014
Last date for submission of final case	:	30th January, 2014
Last date for registration of the competition	:	05th February, 2014
Date of event	:	27th February, 2014

REGISTRATION FORM



National Case Writing and Presentation Competition

on

Thursday, 27th February, 2014

I wish to participate in Paristhiti' 13-14 " National Case Writing and Presentation Competition" and agree to abide by the conditions

Name Dr./Mr./Miss/Mrs.....

Designation:

Name of the Affiliating University/ Institute/ Company

Address for Correspondence

Contact No. Mobile:

E-mail:..... Fax:

Qualification :

Research Experience: PhD Year of Completion

Payment Details:

We hereby enclose a demand draft/cheque of Rs. No.Dated

Bank Name: Branch:

In favor of "Director, BVIMR" payable at New Delhi.

Date: Signature of the applicant:

Please send it to:

BHARATI VIDYAPEETH DEEMED UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH

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