



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Dr. Manmohan Singh City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF MBA

Report Submission: 26/02/2026

			Room No 501
Semester: ODD	Academic Year: 2025-26	Venue: Block No 1,	AIGS
Event	Time: 10:00am to	Duration: 3	
Date:26/02/2026	01:00pm	hours	
TYPE OF EVENT: Student Development Program			
EVENT NAME: Case Study Analysis and Strategic Presentation			
Target Audience:	MBA 1ST SEM	Number of Participants: 90	

Objectives:

1. To critically analyse the given case study by identifying key business problems, challenges and opportunities using analytical tools and frameworks.
2. To develop practical and data driven strategic recommendations that align with organizational goals and improve overall performance.
3. To effectively present insights and strategies in a structured and professional manner, demonstrating decision making, analytical thinking and communication skills.

Program Introduction:

The Case Study Analysis on Real-Time Problems and Strategic Presentation program is designed to provide participants with practical exposure to contemporary business and managerial challenges faced by organizations in dynamic environments. The program focuses on bridging the gap between theoretical learning and real-world application by enabling participants to analyze live business situations and develop strategic solutions.

THEME OF THE EVENT:

“Bridging Theory and Practice: Strategic Insights through Real-Time Case Analysis”

This theme emphasizes connecting classroom concepts with practical business situations through the analysis of real-time organizational challenges. It highlights the application of management theories and analytical frameworks to develop effective strategic solutions. The approach enables participants to enhance decision-making skills by transforming theoretical knowledge into actionable managerial insights.



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Detailed Report:

The Case Study Analysis and Strategic Presentation Program was organized with the objective of enhancing participants' analytical, strategic thinking, and decision-making capabilities through experiential learning. The program was designed to provide practical exposure to contemporary business challenges by engaging participants in structured analysis of real-world organizational situations.

The session commenced with an introductory briefing highlighting the importance of case-based learning in management education. Participants were oriented toward understanding how real-time business problems differ from theoretical classroom scenarios, emphasizing the need for critical thinking, situational analysis, and evidence-based decision-making. The resource persons explained the systematic approach to case study analysis, which included problem identification, environmental scanning, stakeholder assessment, and evaluation of strategic alternatives.

Participants were then divided into teams and assigned carefully selected case studies reflecting real-time challenges faced by organizations across domains such as marketing strategy, financial decision-making, operations management, human resource issues, and sustainability practices. Each case presented practical managerial dilemmas requiring participants to analyze market conditions, organizational constraints, competitive dynamics, and risk factors.

During the analytical phase, participants actively engaged in discussions, brainstorming sessions, and collaborative evaluation of possible solutions. Management tools and strategic frameworks such as SWOT Analysis, PESTLE Analysis, competitive positioning, and decision matrices were applied to interpret the case scenarios systematically. This process encouraged participants to move beyond theoretical understanding and adopt a problem-solving mindset aligned with industry expectations.

A significant highlight of the program was the Strategic Presentation Session, where each team presented its analysis and proposed solutions before the evaluation panel and fellow participants. The presentations focused on defining the core problem, presenting data-supported insights, evaluating alternative strategies, and recommending actionable solutions. Emphasis was placed on clarity of thought, logical structuring, feasibility of recommendations, and professional communication skills.



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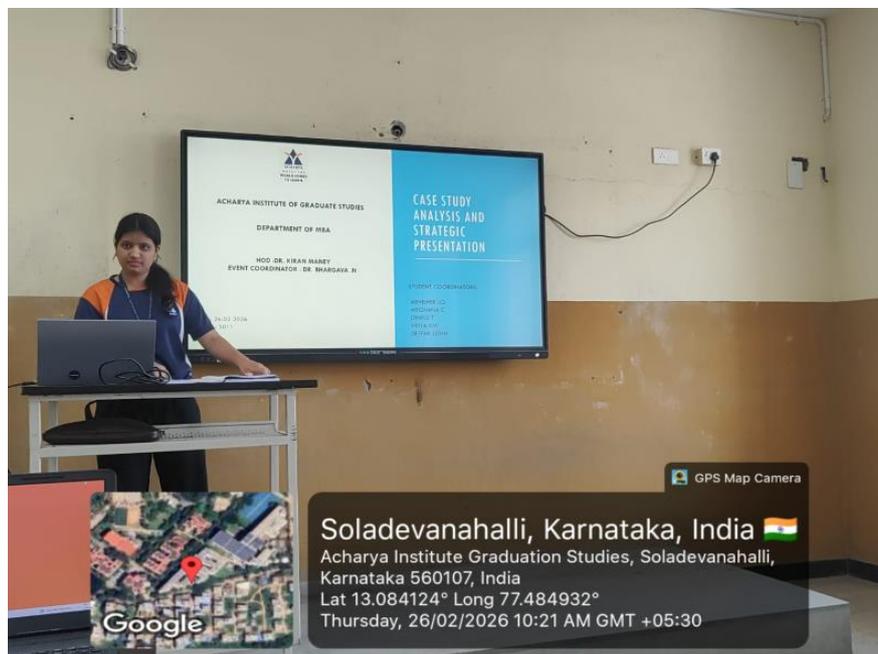
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The interactive feedback provided by the evaluators played a crucial role in enhancing learning outcomes. Constructive suggestions were offered regarding analytical depth, strategic alignment, innovation in solutions, and presentation effectiveness. Participants gained valuable insights into translating analytical findings into practical managerial decisions and communicating strategies convincingly.

The program successfully fostered teamwork, leadership, and collaborative learning among participants. It enabled them to appreciate multiple perspectives while addressing complex managerial issues and strengthened their confidence in handling real-time business challenges.

Overall, the Case Study Analysis and Strategic Presentation program proved to be highly engaging and intellectually enriching. The experiential learning approach significantly contributed to improving analytical reasoning, strategic planning ability, and professional presentation competence. The program effectively prepared participants to apply managerial concepts in real-world situations, thereby enhancing their readiness for corporate and leadership roles in dynamic business environments.

GEOTAGGED PHOTOGRAPHS:



INTRODUCTION BY THE MC



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Presentation by Team Rapid rebels



Presentation by Team rapid rebels



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Presentation by Team Brandmania



Students addressing Questions



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OUTCOMES:-

- 1. Enhanced Analytical Skills:**
Participants developed the ability to critically analyze real-time business problems using structured managerial and strategic frameworks.
- 2. Improved Strategic Thinking:**
The program strengthened participants' capacity to evaluate alternative solutions and formulate effective strategies aligned with organizational objectives.
- 3. Application of Theoretical Knowledge:**
Participants gained practical exposure in applying management concepts and classroom learning to real-world business scenarios.
- 4. Effective Decision-Making Ability:**
The case analysis process enabled participants to make informed, data-driven decisions considering multiple business and environmental factors.
- 5. Strengthened Presentation and Communication Skills:**
Through strategic presentations, participants improved their ability to articulate ideas, justify recommendations, and communicate solutions professionally.
- 6. Teamwork and Collaborative Learning:**
Group-based case discussions promoted cooperation, leadership, and collective problem-solving abilities among participants.
- 7. Industry-Oriented Problem-Solving Approach:**
The program enhanced participants' readiness to handle dynamic organizational challenges with practical and solution-oriented thinking.

CONCLUSION

The **Case Study Analysis on Real-Time Problems and Strategic Presentation Program** served as an effective platform for integrating theoretical knowledge with practical managerial application. The program successfully enabled participants to analyze contemporary business challenges, apply analytical frameworks, and develop strategic solutions in a structured and professional manner. Through active engagement in case discussions and presentations, participants gained valuable exposure to real-world decision-making environments. The initiative significantly enhanced critical thinking, strategic analysis, teamwork, and communication skills, which are essential competencies for future managers and business



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professionals. The experiential learning approach encouraged participants to evaluate problems from multiple perspectives and propose feasible, data-driven recommendations. Overall, the program proved to be highly enriching and outcome-oriented, contributing to the development of analytical competence, strategic mindset, and professional confidence among participants. It effectively prepared learners to address real-time organizational challenges and strengthened their readiness for dynamic corporate and leadership roles.

FEEDBACK

The overall audience feedback for the **Case Study Analysis on Real-Time Problems and Strategic Presentation Program** was highly positive and encouraging. Participants appreciated the practical and interactive nature of the program, which provided an opportunity to engage with real-world business scenarios beyond conventional classroom learning.

Many participants expressed that the case study approach significantly improved their understanding of how management theories can be applied to solve actual organizational problems. The opportunity to analyze real-time situations and develop strategic solutions enhanced their analytical thinking and decision-making abilities. The collaborative team-based activities were particularly appreciated, as they encouraged knowledge sharing, discussion, and collective problem-solving.

Participants also highlighted the **strategic presentation sessions** as one of the most valuable components of the program. These sessions helped them improve confidence, professional communication, and presentation skills while learning how to justify managerial decisions with logical reasoning and supporting analysis. The feedback and suggestions provided by evaluators were considered constructive and beneficial for improving analytical depth and presentation effectiveness.

Overall, participants reported increased confidence in approaching complex business challenges and appreciated the experiential learning environment created during the program. The session was widely regarded as informative, engaging, and industry-relevant, with many participants recommending the organization of similar practice-oriented programs in the future.



Feedback Summary:

- **Excellent:** 49% of participants rated the program as excellent, citing high engagement and practical learning experience.
- **Good:** 46% of participants rated the program as good, appreciating the relevance and interactive methodology.
- **Average:** 5% of participants rated the program as average, suggesting extended time for deeper discussion and analysis.

The feedback indicates strong participant satisfaction and reflects the effectiveness of the program in achieving its intended learning objectives.

