

WEEKLY CASE STUDIES

Venue - Tequip 406 Jadavpur University (main campus)

BRIEF DESCRIPTION

The life of an entrepreneur is not at all easy. It takes lots of brainstorming sessions to design, ideate and manage a budding business and some people take it as a challenge to do something different, something unique which can change the way we live.

With this mindset, we at Jadavpur University E-Cell conduct weekly case studies in order to produce the next set of changemakers in the business world.

We conduct various brainstorming sessions on the dos and don'ts of a startup. We thoroughly discuss the challenges faced by startups/companies and try to come up with a solution (or develop an approach) in our own way and after that, we carefully analyze the performance of each and every member.

The case challenges are organized by the core members among the coordinators every Friday after the college hours wherein we get to know about different drivers/revenue channels/ SWOT/PEST analysis techniques and commonly used structures by top consulting firms which fosters the analytical approach and problem solving mentality you require to run a startup.

Sometimes the coordinators come up with their own problem statement and we as an organization try to find the best possible solution. We divide coordinators into teams and follow the general question asking and case development approach as done in various consulting interviews.

For the Q3 period of January to March 2020, the case study has revolved around the child labour complaints of Cadbury (Supply and Value Chain issue resolution), Decline in sales of Parle-G (Profitability crisis), The Tyre crisis of MRF Tyres (Customer Acquisition and R&D, Digitalization) and Strategic Management of Coco Cola (Brand value enhancement and Marketing)

Also, the institution is working really hard to encourage the startup culture in the campus.

Below is the link of some of the case studies which were organized by the Entrepreneurship Development Cell in the 3rd Quarter from December 2019 to March 2020:

<https://drive.google.com/folderview?id=146BWcIOC6cAsmiutFlvVkOpWOz-YxjI0>

NB: Kindly note that the solutions to these structured cases are not based on any data/long term trend analysis and focusses more on guesstimates and logical approaches.

Case Moderators ;

E Cell senior members like Shuvayan Datta(BChE UG-4), Ritwika Chattopadhyay(BE Production UG-3), Soumalya Kundu, (BE ME UG-3), Shrirupa Bhattacharya (BChE UG-4), Abhishek Gupta(BChE UG-3), Aditya Das(BChE UG-3).

Attendance Database

<https://docs.google.com/spreadsheets/d/1pTgchNrInadG8uHwtEgJ2QvYNNNumSLRweb-3npq38vY/edit?usp=drivesdk>



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Sheet1 ▾



Pictures:



