## **Hult Prize Bootcamp Session 2: Basics of Case Study**

Name of event: HULT PRIZE Bootcamp Session 2.

Date: 21st November, 2020.

**Platform:** Google Meet

Guest Speaker: Priyanjit Biswas- Senior Associate at BCG.

## **Brief description of the event:**

This webinar was the second edition of the three part Hult Prize Bootcamp series focusing on the basis of case study solving. The webinar turned out to be very insightful and helped all the participating teams to a great extent on how to approach a problem.

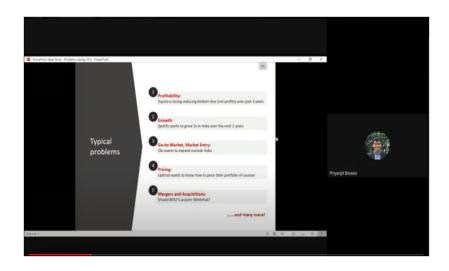
Mr. Priyanjit Biswas, a JU alumnus and currently a senior associate at BCG, was also a participant at Hult Prize 2016 Regionals in Dubai and talked about his journey which gave a detailed understanding of the competition in general for the participants.

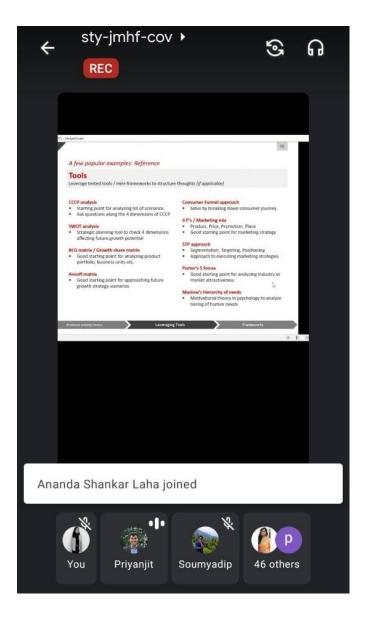
He started with typical problems that people generally face while solving any type of case and then delved into the popular tools like SWOT analysis, BCG matrix, MECE segmentation, 80/20 rule, Porter's 5 rule and explained each of them thoroughly.

Then he talked about the different frameworks that the participants can put together for various case studies solving assignments. Each of the frameworks were accompanied with numerous examples of known companies to make the concepts understandable and familiar. The webinar was concluded with a very informative Q&A session.

The highest attendance recorded for the webinar was around 70 with registration of 140+ students from different colleges with Jadavpur University being the majority. Overall, the webinar was a great success with positive reviews from the participants.

**Organized By:** Core Members of the Jadavpur University Entrepreneurship Cell and Hult Prize Organizing Committee.

















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