



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical
Education Society) Affiliated to GGSIP
University; Recognized u/s 2(f) of UGC
NAAC Accredited with Grade "A++"

Recognized by Bar Council of India; ISO 9001: 2015
Certified Institution Maharaja Agrasen Chowk, Sector 22,
Rohini, Delhi - 110086, INDIA Tel. Office: 8448186947,
8448186950 - www.maims.ac.in

DEPARTMENT OF COMMERCE

Email: hodcommerce@maims.ac.in

Prof. (Dr.) Manju Gupta

Ph:9811871455

Head, Department of Commerce

Wednesday, March 11, 2026

Case Craft- Mastering Business Case Studies

Academic Year: 2025-26

Name of event: Case Craft: Mastering Business Case Studies

Organized by: Ms. Shreya Garg, Associate Professor, Department of Commerce

Date of the Event: March 11, 2026

Time of the Event: 12:30 P.M. onwards

Location: Room 985, 8th Floor, MAIMS

Objectives of the session:

- How to analyze real business cases strategically
- Improve critical thinking and decision-making
- Structured approach to solving case studies
- Useful preparation for competitions, internships, and placements

Number of Students Participated: 55

Case Craft- Mastering Business Case Studies

On 11 March 2026, The **Department of Commerce, Maharaja Agrasen Institute of Management Studies (MAIMS)** organized an interactive session on “**Solving Business Case Studies and Guesstimate Questions.**” The session was conducted with the objective of introducing students to practical problem-solving techniques commonly used in business decision-making and competitive recruitment processes.

The session focused on helping students understand the **importance of analytical thinking, structured problem solving, and logical reasoning** while approaching business cases and guesstimate questions. At the beginning of the session, students were introduced to the fundamentals of business case solving, including how to break down complex problems into smaller components, analyze available information, and arrive at practical and well-reasoned solutions.

During the session, **three case-based and guesstimate questions** were discussed and solved interactively with the students. The participants actively engaged in the problem-solving process by sharing their ideas, assumptions, and logical approaches. This interactive format encouraged students to think critically and apply structured frameworks to arrive at reasonable estimations and solutions.

The session also highlighted the **importance of preparing for business case interviews and analytical questions**, which are widely used by consulting firms and organizations during recruitment processes. Students were guided on how regular practice of case studies and guesstimates can improve their **analytical ability, decision-making skills, and confidence in tackling real-world business problems.**

The enthusiasm and active participation of the students made the session highly engaging and productive. The discussion-based approach allowed students to explore multiple perspectives and learn effective methods for approaching complex questions.

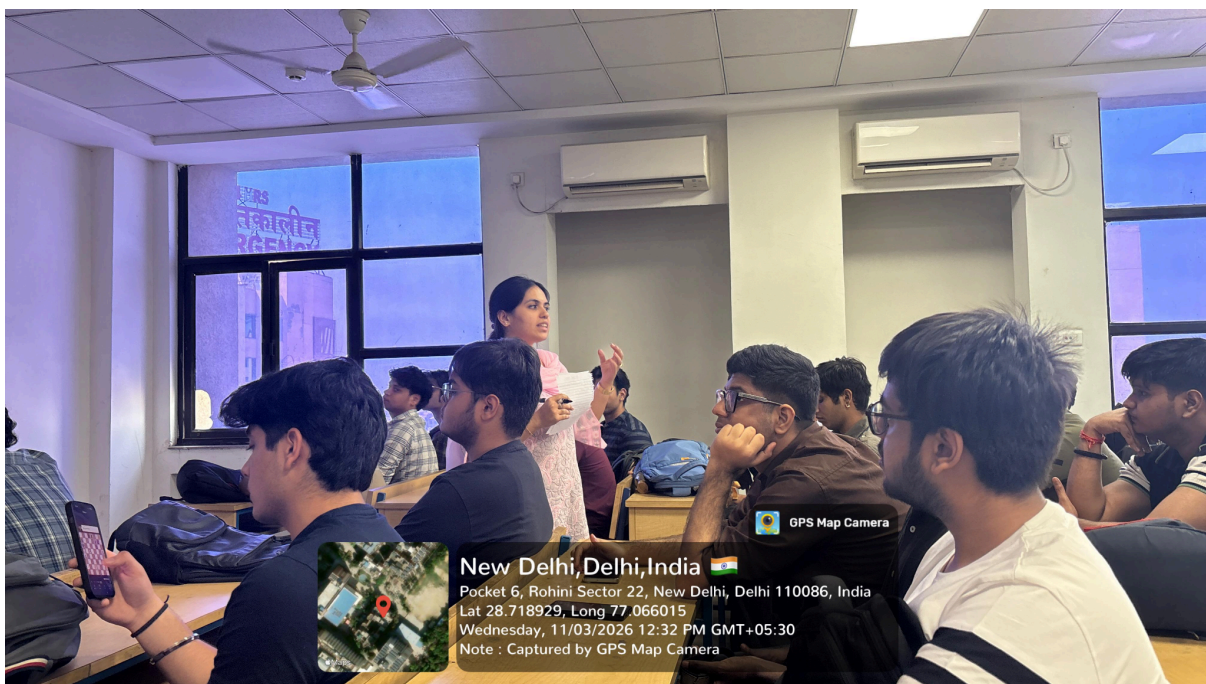
Overall, the session proved to be **highly insightful and beneficial**, providing students with

valuable exposure to practical business problem-solving techniques and emphasizing the importance of developing strong analytical and strategic thinking skills for future career opportunities.

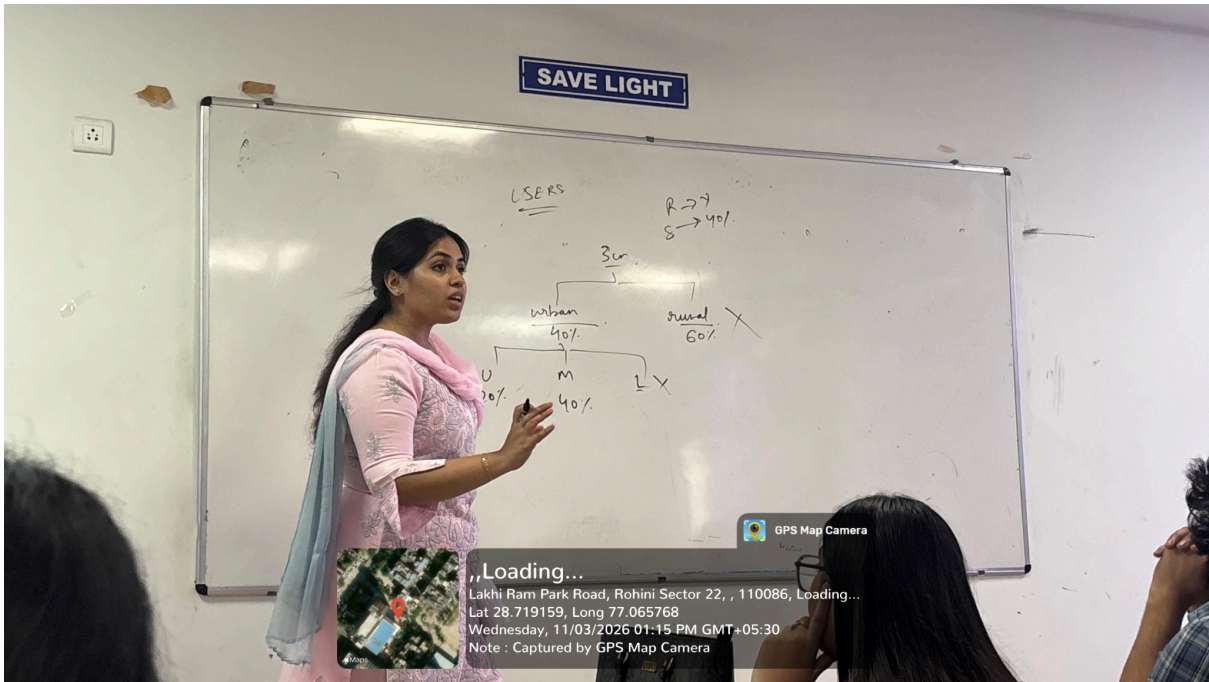
Conclusion

The session concluded on a highly positive and engaging note, with students gaining valuable insights into the structured approach required to solve business case studies and guesstimate questions. The interactive discussions and active participation helped students better understand the importance of analytical thinking and preparation for real-world business challenges and recruitment processes. Overall, the session served as a meaningful learning experience and successfully encouraged students to develop stronger problem-solving and strategic thinking skills.

GLIMPSES OF THE SESSION



Resource person discussing the importance of preparing business cases



Resource person explaining the process to approach the question.



Students solving the case study questions



Student trying to present their understanding of the concept