

CASE STUDY COMPETITION

Training and Development Practices in Leading Companies

Course	Human Resource Development
Class	II BBA (Honours)
Date	25 March 2026
Organised by	Dr, B Prathima, Lecturer in Department of Commerce & Management

1. Objective of the Activity

The Case Study Competition was designed to enhance students' understanding of corporate training and development practices adopted by leading organisations. The activity aimed to encourage students to apply theoretical concepts to real business situations and develop research, analytical, communication, and presentation skills.

2. Description of the Activity

A Case Study Competition was organised for II BBA (Honours) students on 25 March 2026 as part of the Training and Development course. Students were required to prepare and present case studies on employee training and development practices followed by reputed national and international companies.

To ensure structured preparation and uniformity in presentations, a Seminar Guide was shared with students in advance. The guide provided a clear framework covering the following areas: company overview, training methods used, strategic rationale, effectiveness of training programmes, and a question-and-answer session.

Evaluation Framework

Students were assessed using a rubric-based evaluation method. Each of the following criteria was scored on a four-point scale, ensuring objective and transparent assessment:

- Content and Research
- Understanding of Training Methods
- Critical Analysis
- Presentation Skills
- Q&A Handling

Companies Analysed

Students presented case studies on organisations recognised for their strong learning cultures and employee development practices, including: Myntra, Meesho, Wipro, Nestlé, FedEx, Google, Accenture, Marriott, Mahindra, Infosys, McDonald's, Rolex, NVIDIA, Apple, Zoho, Deloitte, Suzuki

Motor Corporation, Flipkart, Tata Consultancy Services, BMW, Mercedes-Benz, Royal Enfield, Honda, and Capgemini.

3. Winners of the Competition

Prize	Cash Award	Reg. No.	Student Name
First Prize	₹600	32422513	K. Swathi
Second Prize	₹400	32422525	M. Raja Nandhini
Third Prize	₹200	32422509	G. Poornima Reddy
Third Prize	₹200	32422517	K. Lova Lakshmi
Consolation Prize	₹100	32422514	K. B. Sirisha
Consolation Prize	₹100	32422541	T. Saranya

4. Learning Outcomes

Through this activity, students were able to:

- Understand training and development strategies used by leading organisations.
- Analyse the relationship between employee training programmes and organisational performance.
- Develop research and analytical skills through case study analysis.
- Improve presentation, communication, and critical thinking skills.
- Gain exposure to industry-oriented learning practices and corporate HR strategies.

5. Value Addition to Students

The Case Study Competition served as an experiential learning activity that encouraged active student participation. It enabled students to connect theoretical knowledge with real-world corporate practices and develop professional competencies such as teamwork, analytical thinking, and confident presentation. The activity also motivated students to explore innovative learning cultures and employee development models followed by global organisations.

6. Evidence & Supporting Documents

The following materials have been collected and archived as evidence of the activity:

- Seminar Guide provided to students
- Rubric-based evaluation sheet
- Students' PPT presentations

- Video recording of seminar presentations
- Photographs of the event

GOVERNMENT COLLEGE (A), RAJAHMUNRY
 DEPARTMENT OF COMMERCE & MANAGEMENT

NOTICE

Seminar Presentation — Case Study on Training Methods

DATE	TIME	VENUE
25, 26 & 29 March 2026	11:00 AM – 12:00 PM	Room No. 503

All students of the II BBA(H)- IV semester students are hereby informed that the Seminar Presentation on **Company Case Study** is **compulsory**. All students must read and comply with the following instructions without exception.

INSTRUCTIONS TO STUDENTS

Dress Code & Grooming

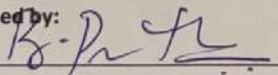
Students must report in **proper college uniform**. Be **neatly groomed** — hair well-combed, shoes polished, formal attire worn throughout. Students in improper attire may **not be permitted to present**.

General Instructions

- Report to the venue by **10:45 AM**. Late entry will **not** be permitted.
- Carry your **case study report** and supporting materials.
- Submit **presentation file** to coordinator **one day in advance**.
- Phones on **silent mode**. Maintain discipline and decorum throughout.

ASSESSMENT CRITERIA (Total: 20 Marks)

Criteria	Description	Marks
1	Content & Research Depth, accuracy, and quality of sources used in the case study.	4
2	Understanding of Training Methods Clarity in explaining the company's training approaches.	4
3	Critical Analysis Ability to evaluate methods beyond mere description.	4
4	Presentation Skills Delivery, confidence, eye contact, pacing, and engagement.	4
5	Q&A Handling Accuracy and composure when answering evaluator questions.	4
TOTAL SCORE		20

Issued by: 

Dr B PRATHIMA, Faculty in charge &
 Coordinator for BBA(H) program
 Date: 23 March 2026

Important Notice:

Attendance is **compulsory**. Non-compliance with uniform/grooming standards may result in **mark deductions**. Absence without prior written approval will be treated as **unexcused absence**.

Schedule for Seminar Presentations

S. No	Date	Reg No:	Name of the Student	Signature of the Student
1.	25/03/26	32422505	B Sandhya	B. Sandhya
2.	25/03/26	32422504	Ch. SRAVANI	Ch. Sravani
3.	25/03/26	32422505	Ch. SARANI TEJASRI	Ch. Sarani Tejasri
4.	25/03/26	32422507	DOMA HARIKA	D. Harika
5.	25/03/26	32422508	G. SRI RAM	G. Sri Ram
6.	25/03/26	32422509	G. POORNIMA REDDY	G. Poornima Reddy
7.	25/03/26	32422510	GUDLA VENKATA RAMANA	G. Venkata Ramana
8.	25/03/26	32422511	ISUKAPUDI NAVYA	I. Navya
9.	25/03/26	32422512	JAGANNADHAM SATVIKA	J. Satvika
10.	25/03/26	32422513	KAKARLAMUDI SWATHI	K. Swathi
11.	25/03/26	32422514	KAKI BHAVANI SIRISHA	K. Bhavani Sirisha
12.	25/03/26	32422516	K S N V SURYA TEJA	K. Surya Teja
13.	26/03/26	32422517	KILLI LOVALAKSHMI	K. Lovalakshmi
14.	26/03/26	32422518	KOPPADI VINAY KUMAR	K. Vinay Kumar
15.	26/03/26	32422520	K DURGA PRASAD	K. Durga Prasad
16.	26/03/26	32422521	KOTHAPALLI BALA SATISH	K. Bala Satish
17.	26/03/26	32422522	L. JASWANTH	L. Jalwanth
18.	26/03/26	32422523	M SWARNADEEPIKA	M. Swarna Deepika
19.	26/03/26	32422524	M KULADEEP VENKATA SRI	M. Kuladeep
20.	26/03/26	32422524	MAMIDI RAJA NANDHINI	M. Raja Nandhini
21.	26/03/26	32422525	MIRIYALA CHINTU	M. Chintu
22.	26/03/26	32422526	M. JAYA SURYA SAGAR	M. Jaya Surya Sagar
23.	26/03/26	32422527	NARRA NAGA DURGA	N. Naga Durga
24.	28 /03/26	32422528	N RAMA CHANDRA RAO	N. R. Chandra Rao
25.	28 /03/26	32422529	PILLI TEJASWINI	P. Tejaswini
26.	28 /03/26	32422532	POLIMATI PRASANTHI	P. Prasanthi
27.	28 /03/26	32422533	PONDRU MANIKANTA	P. Manikanta
28.	28 /03/26	32422534	R SURENDRA SWAMY	R. Surendra Swamy
29.	28 /03/26	32422536	REJAKULA SWAMY PRASAD	R. Swamy Prasad
30.	28 /03/26	32422537	S JYOTHI SATYA SWAROOP	S. J.S. Swaroop
31.	28 /03/26	32422539	S JYOTHI SATYA SWAROOP	S.V. Bhaskar
32.	28 /03/26	32422539	S VENU VIJAYA BHASKAR	T. Saranya
33.	28 /03/26	32422540	TAMMANA SARANYA	U. Ravi Teja
34.	28 /03/26	32422541	UPPADA RAVITEJA	
35.	28 /03/26	32422542	Y SANTHOSH PAUL	K. Chaitanya
36.	28 /03/26	32422543	K Chaitanya Swaroop	
		32422544		

S SEMINAR PRESENTATION EVALUATION SHEET <i>Training & Development in Leading Companies II BBA (Honours)</i>					
Student Name _____		Date _____			
Company Case Study _____		Roll No. / ID _____		Duration _____	
Evaluator _____					
Criteria	Excellent (4 Points)	Good (3 Points)	Satisfactory (2 Points)	Needs Improvement (1 Point)	Score (/4)
1. Content & Research	Deep, well-sourced research; primary & secondary sources with accurate citations.	Good research with minor gaps; most sources relevant and credible.	Adequate but surface-level; limited use of sources.	Thin or unverified content; unreliable or missing sources.	
2. Understanding of Training Methods	Accurately explains and contextualises all methods; demonstrates mastery.	Explains most methods clearly with minor omissions.	Basic understanding shown; some key methods overlooked.	Misunderstands or omits key methods; factual errors present.	
3. Critical Analysis	Insightful critique with strong evidence; goes well beyond description.	Some meaningful analysis present alongside description.	Mostly descriptive; limited evaluative thinking.	No critical thinking evident; purely descriptive.	
4. Presentation Skills	Confident, engaging delivery; excellent eye contact, pacing, and voice.	Generally confident with minor hesitations or pacing issues.	Readable but monotone, rushed, or overly scripted.	Reads entirely from slides/ poor delivery and engagement.	
5. Q&A Handling	Answers questions confidently, thoughtfully, and accurately.	Handles most questions well with minor uncertainty.	Struggles with questions but makes a reasonable attempt.	Unable to answer question; appears unprepared.	
TOTAL SCORE					/ 20
Strengths		Areas for Improvement		Additional Comments	
_____		_____		_____	
_____		_____		_____	

Evaluator Signature

Student Acknowledgement Signature

Photo Evidence— Student Presentations



K. Swathi



G. Poornima Reddy



M. Raja Nandini



K. B. Sirisha



K Lova Lakshmi



T. Saranya

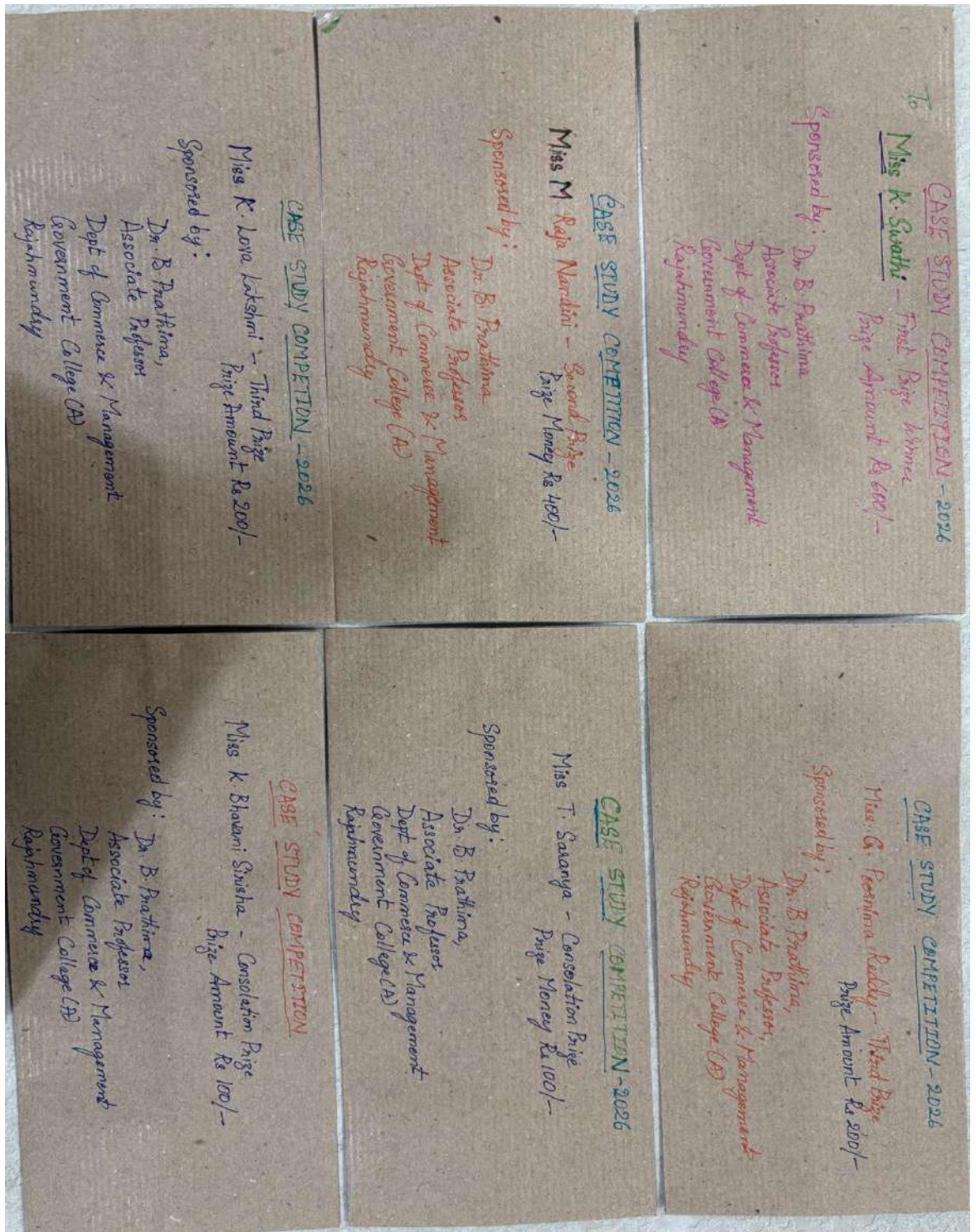
Video Evidence — Student Presentations

- **Nandini's** **Presentation:**
https://drive.google.com/file/d/1HTgpinWvMgcnuujpLWZEN1HRu3Y_CLtJ/view?usp=share_link
- **Lova Lakshmi's** **Presentation:**
https://drive.google.com/file/d/1HTgpinWvMgcnuujpLWZEN1HRu3Y_CLtJ/view?usp=share_link
- **Swathi's** **Presentation:**
https://drive.google.com/file/d/1Eh0_C2Vcr0IVZN9D_N9jZQhwei0ErDD/view?usp=share_link

PPT Evidence — Student Presentations

- **Presentation Deck 1:**
https://drive.google.com/file/d/1Hsi9zxb9xjNvb3ObM6s4nMOKERCcZH51/view?usp=share_link
- **Presentation Deck 2:** https://drive.google.com/file/d/1kdnKABB_B_nkGwEHZClg26-6w76fKFz/view?usp=share_link
- **Nandini's Presentation:**
https://docs.google.com/presentation/d/1EhNGgOG-c834X-8m8GkyFP5tGK4mKeq6/edit?usp=share_link&oid=101045016413516589612&rtpof=true&sd=true

Documentary Evidence of Cash Prize Distribution – Case Study Competition



Distribution of Prize Money to the Winners of the Case Study Competition by the Principal, Dr Ramachandra R.K





