

Report Connect 2k23 Prelims -Intra-College Management Competition

On

31st March, 2023

Gitarattan International Business School organized CONNECT 2k23-Prelims (Intra-College Management Competitions) for its students of BBA, MBA & MBA IB on 31st March, 2023. The fest started at 10 am and was whole day long. The five events were held in different venues of giBS.



The fest witnessed enlightening performances across 5 competitions, namely Case Study Challenge, Business Quiz, Debate, AdMattaz: Advertisement Making Competition, Business Plan- 'युक्ति' Challenge. Total of 32 teams consist of 63 students registered in the 5 events.

The students were given a platform for students to exhibit their managerial talent by participating in various events crafted to showcase their skills, share their thoughts and be a part of various activities.

The first event was AdMattaz, a creative advertising making competition started at 10 am in giBS Auditorium. 4 teams participated in this event. The event was judged by Dr. Anjali Gupta and Ms. Shipra Bhutani. Evaluating the creative skills in creating print ads as well as the enactment of the ads was the aim of Ad-Mattaz competition.

The second competition was Case Study Challenge on G20 theme. 6 teams participated in the event. It was held in Seminar Room- Ground Floor. Dr. Urvesh Chaudhery and Dr. Mamta Rani judged the event. The event was conducted in 2 phases. In 1st Phase, participants analysed the case and prepared presentation. In 2nd Phase, they presented their findings and observation before the judges.

Business Plan-'युक्ति' Challenge: The event was judged by Dr. Sheetal Chaddha and Dr. A S Ramnarayanan. 3 teams participated in the challenge. The event was conducted with an aim to stimulate entrepreneurship amongst students. The teams were required to conceive the new services or product offering and then create a business plan. The participants used their presentation and negotiation skills to win the competition.

Dr. Mahjabin Banu and Ms. Shagun Arora conducted the Business Quiz competition. Total 9 teams participated in the event. The main objective of conducting this quiz was to inquire the students' awareness regarding the business environment and current affairs. There were 4 rounds in the competition. The team with the highest score was declared the winner at the end of the completion of all the rounds.

Debate this year was conducted on G20 theme. The topic of debate was "Business needs to Deterioration of Environment". The aim of this competition was to inculcate a healthy debate culture amongst students and contrive them to defend what they stand for.

The main objectives of Intra-College Management Competition were to –

- Test the managerial skills of the students in various functional domain.
- Provide a platform to promote healthy competition among the budding professionals of our country.
- Bring out the competitive spirit of students and test their business acumen, skills, and knowledge.

The outcomes of the various events were the students showcased the managerial skills, they prepared the business strategies and they identified how to apply their business acumen, skills, and knowledge. The winners of Business Quiz, Debate, AdMattaz: Advertisement Making Competition, Business Plan Competition qualified to participate in the upcoming 3rd Inter-College Management Fest: CONNECT 2k23. The Connect 2k23- Prelims ended on a positive note with congratulating the students to be the part of Connect 2k23.

All the participants were incredibly enthusiastic. The winners and runner ups were awarded with certificates of merit.

Winner of the different events are as follows:

EVENT	WINNER	RUNNER UP
AdMattaz	Manav ,Tanvi, BBA Semester 2	Vidushi, Hrashita, BBA semester 4
Case Study Challenge	Shreyas Srivastava, BBA semester 6	Jahanvi , MBA Semester 4
BusinessPlan- 'युक्ति' Challenge	Saksham Sharma, Hiten Chadha, and Tanya Singh, BBA semester 6	Muskan Malhotra, BBA semester 6
Business Quiz	Sonali, Siddhart, BBA Semester 2	Moksha, Aprajita, BBA Semester4
Debate		
Best Speaker "For"	PriyanshGoel, BBA semester 2	Hiten, BBA semester 6
Best Speaker 'Against'	PrathamfromBALLB semester6	Harshvardhan Arora, BBA semester 2

Prepared & Submitted By: Ms. Swati Sharma & Ms. Deepika Thakur, Assistant Professor, GIBS

CONNECT 2K23 - PRELIMS

Intra-College Management Competition

- ✓ Admattaz
- ✓ Business Plan- 'युक्ति' Challenge
- ✓ Case Study Challenge
- ✓ Debate
- ✓ Business Quiz

 **FRIDAY, 31ST MARCH 2023**

 **10:00 AM ONWRDS**

 **GIBS AUDITORIUM**

TYPE OF EVENT	Intra-College Management Competition
VENUE	Auditorium (Ground Floor), Seminar Hall (Groundfloor), Seminar Hall (First Hall)
TIME & DURATION	10:00 AM- 1:00 PM 01:30 AM - 03:30 PM
CONDUCTED BY (eg. CLS-GIBS, IIC, Club, IIPC etc.)	IIC, MINDBENDER
ORGANISED FOR (Course Name & Semester)	BBA, MBA, MBA_IB
NAME OF THE COORDINATOR (S)	Ms. Sheetal Chadda, Ms. Sheetal Sherawat and MsDeepika , Ms. Swati Sharma
ATTENDANCE (Mention no. of students attended the event)	63 Students

OBJECTIVES OF THE EVENT	<ul style="list-style-type: none"> • To test the managerial skills of the students in various functional domain. • To provide a platform to promote healthy competition among the budding professionals of our country. • To bring out the competitive spirit of students and test their business acumen, skills, and knowledge.
LEARNING OUTCOME	<p>The outcomes of the various event were the students showcased the managerial skills, they prepared the business strategies and they identified how to apply their business acumen, skills, and knowledge</p>
LINK OF YOUTUBE VIDEO	<p>https://youtu.be/mYf_aeBvtZY</p>