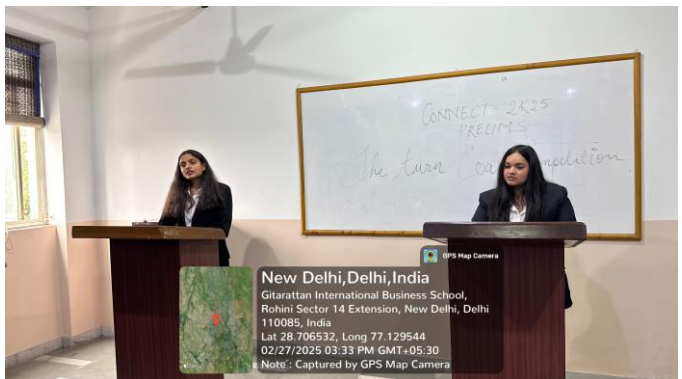


# CONNECT PRELIMS

## 27<sup>TH</sup> FEBRUARY 2025 (THURSDAY)



To identify and select the best talents for representing GIBS at the upcoming Inter-College Management Fest – Connect 2K25, Connect Prelims (Intra-College Management Competition) were organized on 27<sup>th</sup> February 2025 for its management students. The event provided a platform for students to showcase their skills, critical thinking, and business acumen across five challenging competitions. The winners of these competitions were selected to form the home team that will proudly represent GIBS at the inter-college level.

The competition featured five key events designed to assess different managerial capabilities. The **Case Folio Competition** tested participants' ability to analyze real-world business cases and develop innovative solutions. The **Advertising Making Competition** encouraged students to showcase their creativity and marketing skills by designing impactful advertisements. The **Debate Competition** focused on critical thinking and public speaking, as participants engaged in discussions on contemporary business and economic issues. The **Business Quiz** challenged students' knowledge of corporate affairs, economic trends, and management concepts. Finally, the **Business Plan Competition** provided a platform for budding entrepreneurs to present innovative and viable business ideas, demonstrating strategic planning and financial acumen.

The event witnessed enthusiastic participation from 72 students across various streams, with each competition judged by esteemed faculty members and industry professionals. Participants displayed remarkable creativity, analytical skills, and teamwork, making the selection process highly competitive.

Prof. (Dr.) Abhijit Das & Dr. Manisha Kaushal Arora judged the 10 teams of **Case Folio Competition**. The event was conducted in 2 phases. In the 1st Phase, participants analyzed the case and prepared presentations. In the 2nd Phase, they presented their findings and observation before the judges.

The **Advertising Making Competition** was judged by Prof. (Dr.) K. D. Sharma and Dr. Anjali Gupta. Evaluating the creative skills in creating print ads as well as the enactment of the ads was the aim of Ad-Mattaz competition.

For the **Debate Competition**, the topic was ““The Rise of AI in Business: A Boon for Innovation or a Threat to Employment in 2025?” The aim of this competition was to inculcate a healthy debate culture amongst students and contrive them to defend what they stand for.

Dr. Jasjeet Singh and Dr. Manju Pathania Biswas conducted the **Business Quiz**. 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 3 rounds in the competition. The team with the highest score was declared the winner at the end of the completion of all the rounds.

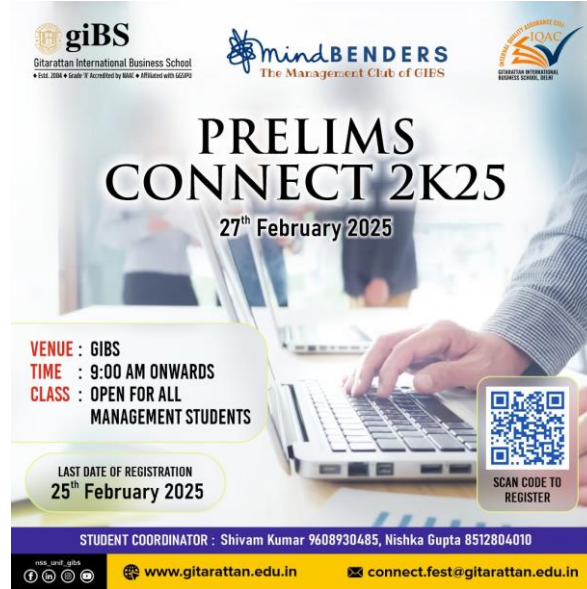
The **Business Plan Competition** was judged by Dr. Jatin Lamba and Dr. Chetna Mahaur. 10 teams participated in the event. The event was conducted with an aim to stimulate entrepreneurship amongst students. The teams were required to conceive the new services or product offering and then create a business plan. The participants used their presentation and negotiation skills to win the competition.

Connect Prelims successfully identified and nurtured the best managerial talent within the college. The selected students will now gear up to represent the institution at **Connect 2K25**, showcasing their knowledge, creativity, and strategic thinking.

The winners of the different events are as follows:

<b>S.NO.</b>	<b>EVENT</b>	<b>WINNER</b>	
1	Case Folio	Arnav Kumar Ashlesha Priyansh Goel	BBA E6A BBA E6A BBA E6A
2	Advertising Making Competition	Mudit Jain Ananaya Tanwar Himanshi Singh Riddhi Arora	BBA M6A BBAM6A BBAM4A BBAM4B
3	Business Quiz	Pratham Aggarwal Krish Aggarwal	BBA E2A BBA E2A
4	Business Plan Competition	Utsav Aggarwal Soumay Garg Atul Gupta	BBA M4A BBA M4A MBA M4A
5	The Debate Competition	Harshvardhan Arora Priyansh Goel	BBA M6B BBA E6A

**FLYER OF THE EVENT**



<b>TYPE OF EVENT</b>	Co-curricular
<b>VENUE</b>	GIBS
<b>TIME &amp; DURATION</b>	10:00 AM onwards
<b>CONDUCTED BY</b>	CMS-GIBS (Management Department)
<b>ORGANISED FOR</b>	BBA, MBA & MBA-IB
<b>NAME OF THE COORDINATOR</b>	Dr. Manisha Kaushal Arora, Dr. Suruchi Satsangi & Ms. Ruchi Malhotra
<b>ATTENDANCE</b>	72 participants
<b>RESOURCEPERSON</b>	NA

<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"><li>1. To identify the home team who will proceed to participate in Connect 2K25.</li><li>2. To provide a platform for students to showcase their skills, critical thinking, and business acumen</li><li>3. To identify and nurture managerial talent among students.</li><li>4. To promote teamwork, leadership, and problem-solving abilities among students.</li></ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"><li>1. Home team to represent GIBS at Connect 2K25 were selected in each competition.</li><li>2. Enhanced critical thinking, problem-solving, and business acumen.</li><li>3. Gained hands-on experience in tackling real-world business challenges.</li><li>4. Improved public speaking, teamwork, and strategic planning skills.</li><li>5. Fostered confidence, leadership qualities, and a competitive spirit.</li></ol>
<b>SHORTFALL DURING EVENT</b>	NA
<b>LINK OF ONLINE VIDEO</b>	NA

**PREPARED & SUBMITTED BY: DR. SURUCHI SATSANGI, ASSISTANT PROFESSOR, (CMS)**