



UCE, ANNA UNIVERSITY
BIT CAMPUS TRICHY

28
APRIL
2023



2K23

DEPARTMENT OF MANAGEMENT STUDIES
PROUDLY ORGANIZES

“ONE DAY MANAGEMENT FEST”

EVENT NAMES

ADMAD
BIZ QUIZ
PHOTOGRAPHY
CLICK AND BRICK
WORD TRAVEL
IPL AUCTION
CORPORATE WALK

STUDENT COORDINATORS

D.ROHIT

☎ 9488769168

T.NARAYANA PRABHU

☎ 9677348606

FACULTY COORDINATOR

Dr.V.M.ANITHA RAJATHI

DEPARTMENT OF MANAGEMENT STUDIES

☎ 9894915955

REFER  [businessboss2k23](#)

CHIEF GUEST

Dr.M.SELVAM
VICE CHANCELLOR
BHARATHIDASAN UNIVERSITY -TIRUCHIRAPPALLI

ORGANIZING COMMITTEE

CHIEF PATRON

Dr. R. Velraj
Hon'ble Vice Chancellor
Anna University, Chennai

PATRON

Dr. G. Ravikumar
REGISTRAR i/c
Anna University, Chennai

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Director
Centre for Constituent Colleges
Anna University, Chennai

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Dean
UCE,BIT Campus- Anna University , Tiruchirappalli

ORGANIZING SECRETARY

Dr. M.Ravichandran
Head

Department of Management Studies
UCE,BIT Campus- Anna University, Tiruchirappalli

Dr. V.M. Anitha Rajathi
Assistant Professor

Department of Management Studies
UCE, BIT Campus- Anna University, Tiruchirappalli

ORGANIZING MEMBERS

Dr. S. Saravanan, Assistant Professor.

Mrs. B. Kishori, Assistant Professor.

Dr. K.R.Mahalaxmi, Assistant Professor.

Dr.C.Thirumal Azhagan, Assistant Professor.

Dr. G. Balamurugan, Assistant Professor.

Dr. M. Robinson, Assistant Professor.

Dr. S.P.Dhandayuthapani, Assistant Professor.

Department of Management Studies
UCE,BIT Campus- Anna University,Tiruchirappalli

Venue:

Dr.A.P..J.Abdul Kalam Auditorium,
Room No.8217,B-block,
University College of Engineering,
BIT Campus, Anna University,
Tiruchirappalli-620024

About UCE BIT, Anna University, Trichy

University College of Engineering (UCE), BIT Campus, Anna University, Tiruchirappalli has been established in 1999 and now functioning as a constituent college of Anna University, Chennai. UCE-BIT Campus, Anna University has become sufficiently multifaceted with 16 Teaching Departments including some specialized programmes. Our institute has NBA Accreditation and offers 10 B.E/B.Tech. Undergraduate degree programmes, 8 M.E/ M.Tech Masters degree programmes along with MBA, MCA and Ph.D. programmes in all discipline with 4628 students in the campus. We are the TEQIP II sponsored institution with UGC 2f 12B status. The unique dimension of the institute's educational profile harnesses the research and teaching interests of the faculty to forge its own character and to bring an extra value-addition to it. The departments of our institute are carrying out specialized and socially responsive interdisciplinary research. Our institute has 2 Centres funded by DST and AICTE. UCE, BIT Campus received research and consultancy from various funding agencies of India for a total value of 300 Million Rupees. We are the recipient of Anna University Patent Awards for three successive years. Our students grab Hackathon titles for 5 consecutive years from various Ministries of Government of India. The Institution works towards developing partnerships with industries and academic institutes to provide quality education opportunities for entrepreneurial development by having EDII-Anna Business Incubation Research Foundation (Section 8, Not for Profit Company). We also have EDII-Academic Innovation Entrepreneurship Development Programme Hub (EDII-Tiruchirappalli Hub) funded by Government of Tamilnadu. The main objective of the institute is to generate a horde of highly creative professionals, who can contribute not only to the Human Resource Development and also to Nation building exercise.

About the Department

The Department of Management Studies was created in the year 2008 in order to nurture and develop the fledgling MBA programme. Besides the MBA programme, the department has research programmes at Doctoral (Ph D) level. The department has nine faculty members drawn from a variety of functional areas of management, with a good mix of age, gender and region. Research and Consulting are the activities in which the faculty members are engaged besides their academic work. Infra-structure includes state-of-the-art class-rooms, abundant computing and internet facilities accessible at all times and on all days, besides seminar and conferencing facilities. A hall-mark of the department is the excellent faculty-student relationship that fosters an atmosphere of regular feedback and growth. It is a place where faculty and students can be seen working together on a variety of tasks. The department has partnerships with District Industries Centre and fosters the development of entrepreneurship activities among the students of the institution.

About the Management FEST

In this fest we conduct the following event to encourage and develop the managerial skills and leadership qualities of the students.

- # ADMAD
- # BIZQUIZ
- # Photography
- # Click and Brick
- # Word Travel
- # IPL Auction
- # Corporate Walk

One - Day Management Fest

on

BB2K23

28th - April 2023



Organised by

Department of Management Studies
University College of Engineering,
BIT Campus
Anna University,
Tiruchirappalli - 620 024.

COORDINATORS

Dr.M.Ravichandran

Head

Department of Management Studies
UCE-BIT Campus, Tiruchirappalli

Dr.V.M.Anitha Rajathi

Assistant Professor

Department of Management Studies
UCE-BIT Campus, Tiruchirappalli

Chief Guest

Dr.M.Selvam,
Vice Chancellor,
Bharathidasan University,
Tiruchirappalli.

Registration Fee:

For PG/UG Students : Rs. 150/-

How to Apply

Interested participants can apply for the management fest using the link given below. Applicants who are registered for the management fest will be confirmed via email for the event.

Click here to apply

<https://forms.gle/D9EYkxx3ZepBJeCi8>

Contact

For any queries, please contact

Faculty Coordinator

Dr.V.M.Anitha Rajathi
9894915855

Student Coordinators

D.Rohit
9488769168

T.Narayana Prabhu
9677348606

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Dr.C.Thirumal Azhagan Asst. Prof.
Dr. G. Balamurugan Asst. Prof.
Dr. M. Robinson Asst. Prof.
Dr. S.P.Dhandayuthapani Asst. Prof.



BUSINESS BOSS-2K23

Venue:

Dr.A.P.J.Abdul Kalam Auditorium,
Room No:B217,B-block,
University College of Engineering,
BIT Campus, Anna University,
Tiruchirappalli-620024



University College of Engineering,

BIT Campus Anna University,

Tiruchirappalli - 620 024.

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Name of the event : **ADMAD**

Duration of the event : 10Min

No. of participants : 5

No. of rounds : 2

No. of participants per department : 2

Description:

To make an innovative and creative idea into an advertisement it may be a drawing, drama, singing, miming and etc., for a particular time period (7 min for preparation and 3 min for performance).

Rules & Regulations

- Participants cannot copy existing advertisements.
- Top 2 will be awarded.
- Electrical devices are strictly prohibited during the event.
- Decision of the judges will be final and awarded.

Faculty Co-Ordinator

Dr.G.Balamurugan, Assistant Professor.

Student Co-Ordinators

P.Giri Prasath

(II-MBA)

7448742278

C.Aadhithiya

(I-MBA)

9150208640



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BB2K23

Name of the event : **PHOTOGRAPHY**

Duration of the event : 15 min

No. of participants : 1

No. of rounds 1

No. of participants per department : 1-3

Rules & Regulations

- Theme - Women empowerment, Visual Merchandising, Warehouse, Industry, Stock photography
- Top 2 will be awarded.
- Basic editing, including color enhancement, use of filters cropping of photos, is acceptable, provided any such editing does not alter the photo's authenticity and/or genuineness.
- Photo manipulation is not allowed. Submission of such entries will lead to disqualified.
- File should be in JPEG format.
- The image produced or captured before 28.10.2022.
- The last date for submission is 26.04.2023.
- Decision of the judges will be final and awarded.

Faculty Co-Ordinator

Dr.S.P.Dhandayuthapani, Assistant Professor.

Student Co-Ordinators

S.Syed Mohamed Haneef

(II-MBA)

8870812540

E.Surya(II-MBA)

9025698049

Mail id

aumanagementfest@gmail.com



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Name of the event : **WORD TRAVEL**

Duration of the event : 20 min

No. of participants : 2

No. of rounds 2

No. of participants per department : 2-4

Description:

The related word of the particular place/building/Person were given on the spot. You will find the place, select the best mode of transport for a particular place, explain about the work of a particular place or a building or a business man ant etc.

Rules & Regulations

- Top 2 will be awarded.
- Electrical devices are strictly prohibited during the event.
- Decision of the judges will be final and awarded.

Faculty Co-Ordinator

Dr.S.Saravanan, Assistant Professor.

Student Co-Ordinators

R.Ragul (I-MBA)

7904285018

R.Sakthivel (I-MBA)

9994905206



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Name of the event : **IPL AUCTION**

Duration of the event : 120 min

No. of participants 2

No. of rounds 2

No. of participants per department : 1-5

Description:

1. A team can only have 15 players in their squad.
2. Each franchise in this event gets a purse 80cr to assemble the team of Indian players and foreign players.
3. If the team failed to buy 15 players within 80cr in their squad the team will be disqualified.
4. In each team in their squad, there can maximum of 4 foreign players and minimum of 7 Indian players, whether they can be uncapped players or capped players.
5. Total number of players in auction list is "175"
6. Players and their base price are displayed in projector.
7. Credit point given to each individual player you auctioned.
8. Final results will be based on the total credit point and balance amount in purse.
9. Each team we will allot 2 players by committee and balance 13 players should be taken in the auction.

Rules & Regulations

- Top team will be awarded.
- Electrical devices are strictly prohibited during the event.
- Decision of the judges will be final and awarded.

Faculty Co-Ordinator

Dr.C.Thirumal Azhagan, Assistant Professor.

Student Co-Ordinators

A.Vinayagamoorthy (II-MBA)

8270571758

R.Prasanth (I-MBA)

7010386642



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Name of the event : **CORPORATE WALK**

Duration of the event : 10 min

No. of participants 5

No. of rounds 2

No. of participants per department : 1

Rules & Regulations

- Theme- Formals/ Blazers & Suits.
- Top team will be awarded.
- Electrical devices are strictly prohibited during the event.
- Decision of the judges will be final and awarded.
- Body language and dressing style is important.

Faculty Co-Ordinator

Dr.K.R.Mahalaxmi, Assistant Professor.

Student Co-Ordinators

M.Gokul Nath (II-MBA)

9080982130

T.Narayana Prabhu(I-MBA)

9677348606



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Name of the event : **CLICK AND BRICK**

Duration of the event :15 min

No. of participants : 1

No. of rounds 3

No. of participants per department : 2 or 3

Description

The product will given you for on the spot. You will advertise a product and to sell itthrough online and direct mode for a given time at a particular person. 10 minutes for preparation. 5 minutes for performance.

Rules & Regulations

- Top 2 will be awarded.
- Electrical devices are strictly prohibited during the event.
- Decision of the judges will be final and awarded.

Faculty Co-Ordinator

Mrs.B.Kishori, Assistant Professor.

Student Co-Ordinators

D.Rohit (II-MBA)

9488769168

P.Vijay (II-MBA)

7868007617



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Name of the event : **BIZQUIZ**
Duration of the event : 45 min
No. of Participants : 2 to 3
No. of Rounds : 3
No. of participants per department : 1-5

Description

Business related questions will be asked for this event.

Round No	Number of Questions
1	20
2	20
3	10

Rules & Regulations

- Team cannot exceed 3 candidates.
- Top 2 will be awarded.
- Electrical devices are strictly prohibited during the event.
- Decision of the judges will be final and awarded.

Faculty Co-Ordinator

Dr.M.Robinson, Assistant Professor.

Student Co-Ordinators

R.Vishnu Prasanth

II-MBA 8667503754

P.Marimutham

I-MBA 9597184559

NOTE

1. Registration fees 150 /- per participants
2. Each registered candidates can participate in one event.
3. Participants must bring the institution ID card.
4. Registration kit, lunch, tea and snacks will be provided.
5. The decision taken by organizing committee is final.
6. Participants are responsible for their belongings.

Instagram ID

<https://instagram.com/businessboss2k23?igshid=ZWlzMWE5ZmU3Zg==>

Mail ID

aumanagementfest@gmail.com