

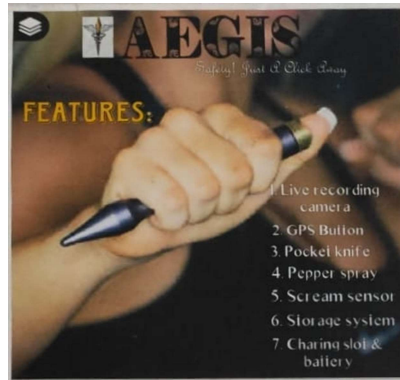
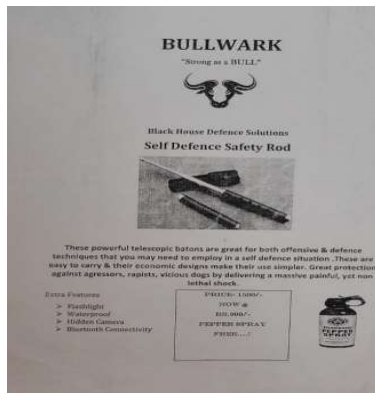
**PROVIDENCE WOMEN'S COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**INTRADEPARTMENT MANAGEMENT FEST 2017-2018**

Intra department management fest named CHALLENGE 2017 was conducted among the three batches of the business administration department to enhance the hidden entrepreneurial ability in each student. The aim of this fest is

1. To enhance all the managerial skills like problem solving, decision making, forecasting etc.
2. To improve group cohesiveness.
3. To develop logical thinking and creativity
4. To improve mutual understanding and team work

The games of Challenge 2017 were 1. Brand war. 2. Movie spoof and 3. Product launch. The game, product launch is the main attraction of the fest. Students have to present their product, policies and strategies in front of the audience and they have to enact different role like general manager, finance manager, marketing manager, production manager and operations manager. This game gives the practical knowledge of the theories which they studied in the classroom. Students were asked to launch a product based on the concept "ELECTRONIC SAFETY DEVICE". Third years presented a product named "BULLWARK". "AEGIS" was the product proposed by the 2<sup>nd</sup> years.



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