

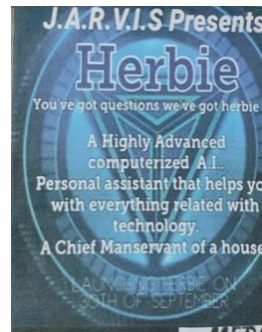
**DEPARTMENT OF BUSINESS ADMINISTRATION
PROVIDENCE WOMEN'S COLLEGE
INTRA DEPARTMENT MANAGEMENT FEST CHALLENGE 2019**

REPORT

Intra department management fest named CHALLENGE 2019 was conducted among the three batches of 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

The games of challenge19 were 1. Brand war. 2. Window dressing 3. Movie spoof and 4. 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. This year Students were asked to launch a product based on the concept "ARTIFICIAL INTELEGENCE". First years presented a product named H.E.R.E.B.I.E, which was a personal assistant robot with A. I. SOPHIA was the product proposed by the 2nd years and 3rd years presented with the app known as N.E.M.O.



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