

Kristu Jayanti School of Management: Ventura 2K19 - An Intra Collegiate Business Plan Contest

Learning by doing is yet another channel of the Teaching & Learning methods of the Kristu Jayanti School of Management that organized Ventura 2K19, an Intra collegiate Business plan contest. The MBA students of the school were given an opportunity to brainstorm and to kindle their creativity in bringing various business ideas. The MBA 2018-20 batch students were divided into 56 teams. The teams were expected to present a business idea to the internal jury. At the end of this first round 31 teams were eliminated and the 25 teams that were shortlisted were asked to prepare the business plan. The second round of the contest witnessed the energetic, young minds from the 25 teams competing with their intellects and their communication skills. Evaluated by an internal jury the second round concluded with the elimination of 17 teams. The 8 shortlisted teams proceeded to the final round that was judged by an expert panel.

The expert panel was a blend of industry and academia, comprising of Mr. Ajay Tiwari, Co-founder and CEO of Happylocate, Ms. Lakshmi Iyer, Professor of



Information Systems and Director of the Applied Data Analytics Graduate Programs, Walker College of Business, Appalachian State University, United States of America, Dr. Dinesh S Dave, Department Chair and Professor, Department of Computer Information System and Supply Chain Management, John A Walker College of Business, USA and Dr. Jamie Parson, Assistant Professor, Department of Finance, Banking and Insurance at Appalachian State University, USA. The top 3 teams were selected by the jury and were presented with the awards. Ventura 2K19 was a great learning experience for the management student who learnt the concepts and acquired key managerial skills by doing.