



University of Pune
Department of Commerce and Research Centre

Invitation to Business Odyssey 2014 (Intra University Activities)

Dear Sir/Madam,

We are pleased to inform you that the Department of Commerce & Research Centre is organizing a number of events for students and teachers.

The year 2014 brings a lot of expectations and experience to be shared by students, teachers, and professionals. This is the time to bring out the excellence and perfection in the field of commerce education. This brings in a competitive, creative and entrepreneurial spirit amongst one and all.

Hoping to get an overwhelming response from you.

Thanking You,

Yours sincerely,

A handwritten signature in black ink, appearing to read 'S. S. Kaptan', with a long horizontal stroke extending to the right.

Dr. S. S. Kaptan

Department of Commerce & Research Centre,
Opp Health Centre,
University of Pune.
Pune-411007
Contact: 020-25601312

Business Odyssey

ACTIVITIES FOR STUDENTS

1. BRAND WAGON

- A. The event will test the knowledge on Brands.
- B. There will be two rounds
 - (i) The first round will consist of 20 questions to be answered in 20 minutes time.
 - (ii) Four finalists will be selected for the second round which will be an audio-visual round.
- C. Maximum two students from each college can participate.

2. PREACHERS AND PRACTITIONERS

- A. Students have to select a company which has successfully implemented the concepts contributed by the Management thinkers. For e. g. how companies have successfully implemented concepts like 6Sigma or M.B.O.
- B. The Case Study will be presented in the form of Power Point Presentation only.
- C. The participation can be made individually or in a group consisting of two members.
- D. The time for the presentation will be 8+2 minutes

3. MORALS FROM FAILURES

- A. Students have to select any product, company, activity or entrepreneur who have failed and left behind teaching lessons for others.
- B. The team should present their thoughts orally and conclude it with a learning lesson for others to follow.

- C. The team will consist of maximum two students from each college.
- D. The participation can be made individually or in a group consisting of two members.

4. 'REVOLUTIO' INDIA

- A. Students have to identify an idea that has been successful in developing a strong India.
- B. This idea should be presented in the form of a Model and or Presentation which has to be prepared by students in advance.
- C. The best idea will be awarded.
- D. The participation can be made individually or in a group consisting of two members.
- E. The timing for presentation will be 5+2 minutes.

5. BUSINESS GURU MANTRAS

- A. Students have to select a successful business leader or a successful institution which in spite of its struggles and challenges have achieved success in business.
- B. Students have to study their profile & present it in the form of a power-point.
- C. The time for the presentation will be 8+2 minutes.
- D. The team will consist of maximum two students from each college or can be presented individually.

6. KILLING FIELDS

- A. Students have to select a successful company which has overcome critical competition and has exhibited good marketing warfare techniques by successfully defeating its competitors and winning the markets.
- B. The marketing strategy adopted by the organization has to be presented in the form of posters. The team presenting the best marketing strategy will be declared the winner.
- C. The participation can be made individually or in a group consisting of two members.
- D. The timing for presentation will be 5+2 minutes.
- E. The poster should be of A1 Size (eight times of size of A4)



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Schedule of the Activities (Students)

Students of B.com/M.Com/B.B.A/B.C.A/B.B.M/M.B.A are eligible to participate in 'Business Odyssey 2014'.

Sr. No.	Activités	Date	Timing of the event
01	Brand Wagon (Round I)	29 th Sep 2014	11.30am to 12.00pm
02	Preachers and Practioners	29 th Sept 2014	12.30 pm to 02.30 pm
03	Brand Wagon (Round II)	29 th Sep 2014	03.00 pm to 04.00 pm
04	Morals From Failures	30 th Sept 2014	11.30 am to 01.30 pm
05	'Revolutio' India	30 th Sept 2014	02.00 pm to 04.00 pm
06	Business Guru Mantras	01 st Oct 2014	11.30 am to 01.30 pm
07	Killing Fields	01 st Oct 2014	02.00 pm to 04.00 pm

Entry Form for students

Name :-

Year of Studying :-

Name of the college :-

Activities Participated(Please tick) :-

- | | |
|------------------------|--------------------------------|
| 1. Brand Wagon | 2. Preachers and Practitioners |
| 3. Morals from failure | 4. 'Revolutio' India. |
| 5. Killing Fields | 6. Business Guru Mantras |

Telephone/Mobile No :-

Address for Communication :-

Email address:-

This is to Certify that_____ is the bonafide student of our college_____ studying in _____ year and is nominated for participation in _____ . It is assured that the participant will abide by the rules and regulations governing the events.

Place:

Date:

(Name of the Principal & Seal of the Institute)

Note:-1. The last date for submitting the form is 27th Sep, 2014.

2. Entry fees Rs. 100 per event.