

Business Standard

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KRISTU JAYANTI SCHOOL OF MANAGEMENT ORGANISED INNOVATIVE PEDAGOGICAL APPROACH – VENTURA

School of Management, Kristu Jayanti College, Autonomous, Bengaluru in association with Institution's Innovation Council (IIC)- an initiative by the Ministry of Education (MoE), Govt. of India organised the Ventura 2022, the annual Intra-School Business Plan Competition which provides an opportunity and platform for the first year MBA students to identify potential business ideas, test those ideas for feasibility and market opportunity and develop it into a feasible Business Plan that can be promoted into a successful Product or Service. It is part of the curriculum – III Trimester course, 'Startup and Innovation Management'. The School always focuses on experiential learning through various employability and skill enhancement programmes thereby ensuring professionalism among the learners and also emphasizing the achievement of the sustainability goal (SDG 1) of Kristu Jayanti College, which is a member institution of the United Nations Academic Impact (UNAI) for SDG 1 (No Poverty). Ventura – Business Plan Competition is one among them.

The students of the 2021-23 MBA batch were divided into 26 teams of three or four members and encouraged to work on innovative ideas and they had to present their ideas to the experts in each round. The

event for the current academic year started with the inauguration on 4th June 2022 and proceeded through various rounds like a presentation on idea and feasibility, mapping market opportunities, and analysing product/service viability which was followed by the final round emphasizing on the innovation, uniqueness of the idea, scalability, technical feasibility, industry analysis and making business projections. Between each round students were given orientation and mentoring by the faculty members, entrepreneurs, angel investors and alumni of the School on different topics for improving the business ideas into a prototype, feasible business plan and financial budgeting. The 7 teams which got shortlisted, presented their final business plans on July 23, 2022. Team – CACTLOOK (Aarathi P, Adil Muhammad, Ashwini Prasanth and Infant Richard A) and Team – FOOT By FOOT (Ancy Joy, Kenneth K John, Navya Wilson and Paul S Parackal) were the Winner and Runner-up respectively.



IIM BANGALORE'S VISTA 2022

Students of the two-year MBA Program at the Indian Institute of Management Bangalore (IIMB) are all set to host the 22nd edition of Vista, the Annual International Business Summit, on August 6-7, 2022. Vista aims to bring together the country's brightest and most enthusiastic minds to share experiences and insight from renowned global leaders. With a colossal footfall of over 50,000, it has hosted many prominent speakers, including Mr Brian Mohniyar, Chairman and CEO of Bank of America; Dr K. Sivan, former Chairman of ISRO and Secretary of DOS; Mr C.P. Gurnani, MD and CEO of Tech Mahindra.

This year, the business summit will have 60+ events, including multiple workshops on Strategy, Consumer Behaviour and Marketing, Financial Modelling, and much more. Various competitions and workshops on topics ranging from product management to consulting are open for registration via online portals. The theme for this year, 'Dream, Dare, Deliver' celebrates leadership. This year's speakers include Mr Punit Renjen, Global CEO Deloitte; Mr Anil Agarwal, Chairman, Vedanta; and Mr Peyush Bansal, CEO, Lenskart among many other prominent personalities. Visit our website and social media handles to know more and stay tuned for Vista 2022.