



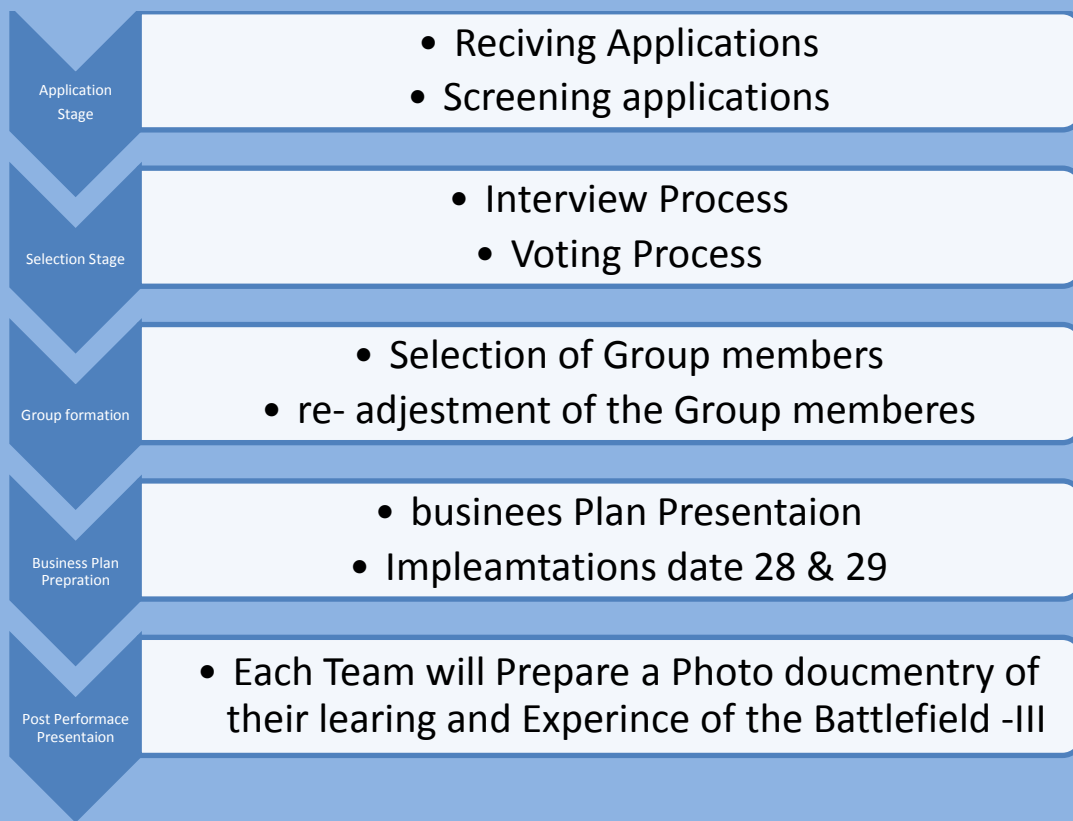
Sandip Foundation's
SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE
Department of Management Studies (MBA)

Activity: Battle Field



Every year during the start of the Ganpati festival we conduct the battle field a business challenge of the first year students. The past events have been a great success it enhances understanding of businesses among the students and prepares them for the challenges of the business world. Battle field III is proposed to be conducted from on the 27 & 28 of Aug the detailed schedule of the event is as follows

Day	Date	Schedule
Tuesday	19-Aug-14	Interview
Wednesday	20-Aug-14	Selection
Thursday	21-Aug-14	Group finalization
Monday	25-Aug-14	Business plan preparation - day - 1
Tuesday	26-Aug-14	Preparation day - 1
Wednesday	27-Aug-14	Battle Field Day - 1
Thursday	28-Aug-14	Battle Field Day - 2



Battle Field

Battle Field is an activity which is conducted, by the students, for the students and of the students under the mission of SAMS club, it's an activity where students get involved and participate in a two day business execution competition on field. the businesses are a pure imaginative of students and every student is given complete freedom to explore their inner potential, and be creative, based on the results and in detail SWOT of every student each student is further groomed on their SWOT for the duration of the entire MBA course.

What is battle field?

Battle field is an on field training exercise for students, where students are divided in groups and each group consists of a team leader, each team has to come up with a business plan and that plan has to be executed on the real turf, the best executed plan and strategy wins the business war.

How the battle Field activity is executed?

Battle field activity is executed in various phases which are as follows

Phase one :- Selection of group leader process, this process has three rounds in it

Round one :- Reviewing leadership applications given by students, and short listing them on the basis of one minute speech by the candidate and quality of the application

Round Two :- short listed candidates are divided in groups and go through group discussion stage

Round three:- The candidates in round three face a panel of experts for a personal interview, on the basis of their interview group leaders are selected

Phase Two:- Each group leader selects his team members, prepares a business plan

Phase Three:- every team presents their business plan to their respective mentors.

Phase four:- execution of business plan in market.

Online Strategy

- 1) launch of Facebook Page
- 2) uploading Battle Field Video and pictures
- 3) #contest for the best business idea
- 4)live coverage of the event
- 5) expert speak sessions
- 6) Post event pictures
- 7) Team experience
- 8) Declaration of results

Suggested Mentors

Smart Junkies :- Amrita Panda

Lakshya:- Sayali

Youth Business Club;- Gazi/Aakash

Supper 10:- Nikhil

Dreams Unlimited :- Aarti/Nidhi

Sensex:- Amit Jha Jitendra

Chocolate wala group :- Ankit/Zarine.

Battle field leadership Identification process Chart

Application Process – the First stage of the battle field was a grand success we received a total 32 application were received

Step 2- Date – 19- Aug -14 time 1500 Location MBA I class room

Panel of Judges – Prof - Shuchi Gautam ,Prof – Tushar Savale, Prof – Probhodan Patil, Prof. Hemant Wanjare

Stage one – Presentation – the applicants were asked 2 two questions

- 1) What are the qualities do you think you have that make you a leader
- 2) How will you lead you team

The Students were asked to make a presentations in the class based on these questions 29 students made presentation. The judges selected 15 candidates for the next round







Page	Activity 7	Insights
08/19/2014 - 08/25/2014		
213	Total Page Likes	▲ 15.8% >
30	New Page Likes	▲ 900% >
908	Total Reach	▲ 650.4% >
546	Post Reach	▲ 451.5% >
152	People Engaged	▲ 347.1% >