



SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nashik
Department of Management Studies

Name of the Event:- Battle Field

Day & Date : - Tuesday- Wednesday (15th & 16th September 2015,)

Objective :-

- To make students aware about real life business situations
- To known various marketing concept such as Selling, Advertising, promotion etc.
- To learn the various management functions practically

About The Event-

Department of Management Studies organized an activity known as battlefield in which students of MBA-I came up with their products & sold in market . six groups were made ,each group consisting of 10 students headed by a group leader. students through this activity firstly came to known about the real business situations , they also learned various marketing concepts as selling, advertising, promotion . they also learnt management functions such leadership skills , team management, planning, organizing & controlling. And also they earned revenue for the department which would later on be utilized for the noble cause .

Outcome:-

1. Students came to know about the real life business situations
2. Students Learnt various management functions such as leadership skills , team management, planning, organizing & controlling
3. Students also learnt about marketing concepts as selling, advertising, promotion.



