



ST FRANCIS DE SALES COLLEGE

Electronic City, Bengaluru

DEPARTMENT OF BUSINESS ADMINISTRATION

(DESMA)

ORGANISES

TRANSCEND

INTERCOLLEGIATE MANAGEMENT

FEST

ON

26th MAY, 2023

WIN CASH PRIZES

Scan For Registration



SCAN ME



ABOUT COLLEGE

St. Francis de Sales College is managed by the Missionaries of St. Francis de Sales (MSFS) of South West India Province, who firmly believe that 'the education of the heart is the heart of education' hailed by its founder Fr. Peter Marie Mermier. The MSFS Fathers have nearly two centuries of experience and expertise in imparting quality higher education in every continent of the world. The MSFS Fathers are optimistically committed to forming the 'Future world citizens' through more than 160 quality educational institutions in India.

ABOUT DESMA - DESalite Management Association

The Association and the Club activities of the Department aim at providing a healthy diversion from studies and exposing students to experience the non-academic dimensions and aspects of life. Taking an active part in these co-curricular activities helps one to get intellectual and aesthetic experience besides training in organizational ability.

ABOUT TRANSCEND

The Department of Business Administration organizes "TRANSCEND" an intercollegiate fest every year. Transcend not only provides a platform for students to compete with each other but, promotes talent and explores new ideas among them. Transcend is devoted to excellence in developing a student's overall personality and self-esteem by not only focusing on academic excellence but also giving future business leaders a breakthrough from classrooms into the dynamic and even competitive corporate world through various events.

BEST MANAGER



Rules and regulations

- Individual event.
- There will be 3 rounds of competition based on which participants will be judged.
- Round 1: Presentation on the given case study, which will be common for all. Participants will be given a time of 20 mins to go through the case and 10 mins time to prepare the PPTs. The PowerPoint presentation should not exceed the time allotted: The time limit is 5 minutes per participant.
- Round 2: Aptitude Test - It will be conducted simultaneously for all the participants. Duration will be 15 mins
- Round 3: Brave the panel - Judges will evaluate each individual participant following a personal interview round.

TURN COAT (BLOCK & TACKLE)

Rules and regulations

- Individual event.
- A participant is given any random topic and instantly has to speak, “for or against” the topic. In a duration of 5 minutes whenever the judge commands ‘switch’, the speaker will have to toggle between ‘for’ and ‘against’ multiple times thereby contradicting the previous statements. Loaded with instantaneous humor, the speaker is evaluated by spontaneity, humor, content, and of course audience response.



BLEEDING EDGE (STARTUP TALKS)

Rules and regulations

- It is an event to showcase your talent for generating new business ideas with innovation and technology in addition to your passion.
- The project idea topic must be related to any growing research area of management and economics field.
- The minimum number of participants in a team would be 2 and the maximum could be 3.
- Each team will be allotted 10 minutes where 7 minutes is for the presentation and 3 minutes for the questionnaire round with the audience and judges.
- The PowerPoint presentation has to be sent to bba.desma@sfscollege.in



RURAL-LE-CARTE

Rules and regulations

- Rural India has a huge potential that is untapped, and if you want to make India a superpower you need to integrate rural India with technology. So this event - is an initiative to provide an opportunity to apply marketing concepts.
- The minimum number of participants in a team would be 2 and the maximum could be 4.
- The team will be given one rural product and 20mins to prepare PPT.
- The team has to prepare a marketing plan, including branding and sales promotion strategies, and present it on the stage with a maximum time limit of 7 minutes.
- The team should emphasise on 'growth of the rural sector' through their presentation.



GENERAL INSTRUCTIONS

- Registration fee of Rs 100 for each event.
- If the Participating college register for any 3 events the registration fee will be Rs 250 and if registered for 4 events the registration fee will be Rs 300.
- All the participants should carry ID card and report to the registration committee at 9:30 am
- Cash prizes will be given to winners and certificates for all the participants.

ORGANISING COMMITTEE

FACULTY CO-ORDINATORS

- PROF. GEETHA P.S (9035494533)
- PROF. SONIA ASHOK(9743573517)

STUDENT CO-ORDINATORS

- RUCHITHA (8147298831)
- MONICA C (9591227656)

Email ID : bba.desma@sfscollege.in

FOR REGISTRATION

<https://forms.gle/ZVsHX6S38cRywgAs7>



**St. Francis de Sales College (SFS COLLEGE)
Electronic city post, Bengaluru, Karnataka - 560100**

www.sfscollege.in