



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

DEPARTMENT OF MANAGEMENT [BBA]

PRODIGY 2019

“ REVOLUTION 4.0 - UNLOCK THE UNKNOWN ”

National Level Inter-Collegiate Management Fest

20th and 21st February



About College

Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bangalore University and is reaccredited with highest grade 'A' by NAAC in Second Cycle of Accreditation. The college is recognized by UGC under the category 2(f) & 12(B). The college was accorded autonomous status from 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. In the India Today - MDRA survey 2018 the college is ranked 5th Best BCA, 13th Best MSW, 15th Best BBA, 16th Best Commerce, 18th Best Arts and 26th Best Science College in India. The College also ranked 2nd Best in BCA & MSW, 3rd best in Commerce, 4th Best in Arts & BBA and 5th best in Science among the colleges in Bengaluru.

Department of Management

The Department of Management (BBM) was started in the year 2001 with the objective of imparting management education to the students to equip themselves with knowledge and experience required in the real world. The department has been constantly upgrading the program to match the changes in the external environment. The Department of Management has started Management Association with motto "Vision beyond tomorrow". It is platform for students to showcase their talents at different levels.

Prodigy-2019

Prodigy is a two day national level annual management fest organized by the Department of Management, Kristu Jayanti College under the banner of Management Association for undergraduate business management students to test their knowledge, skills and attitudes against each other. Prodigy aims at fostering real life management practices and equipping the young management minds with knowledge to face challenges in the changing world of today.

Prodigy-2019 comes with unique and dynamic theme "Industrial Revolution 4.0" which strives to bring about excellence in management education through various activities. It aims to provide enriching experience to the participant through various activities focusing on leadership, entrepreneurship, communication and decision making.

EVENTS



Maestro-Best CEO

Number of Participants - 1

A chief can be picture perfect, the conditions could be favourable and the team could be world class but if the maestro cannot set the sail, any titanic will sink. In a world of rat racing and less connection, a CEO ought to be able to anchor everything that's thrown at him.



The Formidable force-Human Resource

Number of Participants - 2

Prodigy 2019 invites potential HR managers to join their formidable forces to bridge the gap between corporate standardization and human emotion.



Currencia-Finance

Number of Participants - 2

In the aeon of digitalization, decisive yet flexible management of money is demanded. The financiers have to manage the blood of the organization in the midst of confusion and chaos.



Influenco-Marketing

Number of Participants - 2

The best influencer is the best marketer. Prodigy 2019 beckons those who can unite human creativity with intelligent marketing to intensify strategies.



Neoteric-Entrepreneurship Development

Number of Participants - 2

Combine the passion to the new world with a game changing idea, so as to produce a business empire. If an entrepreneur is able to achieve it the only step ahead is wise implementation.



The Vortex Cloud

Number of Participants - 3

It's better to be a jack of all trades than a master of one. A dynamic trio with the mindset of "we before me" would have to strive towards success together.

FEST GUIDELINES

- Registrations will be closed by 10:00 AM on 20th February 2019.
- All the participants must have their College ID cards or letter of authorisation from their college.
- All the participants are supposed to report at registration desk by 8:30 AM on the day of respective event.
- To be considered in the overalls, a team should participate in all the events.
- The time limit for various rounds is fixed and participants will be informed prior to each round. No additional time will be provided under any circumstances.
- Accommodation will be provided for outstation participants based on request.
- Any sort of profanity or obscenity in any form will lead to disqualification.
- Any candidate indulging in any inappropriate behaviour will be disqualified from the competition.
- The Prodigy event committee can reschedule the time and venue of the events at any point of time if the situation demands.
- Decision of the judging panel will be final and binding.
- Participants must be dressed in complete formals.
- Participants must carry their own laptops,dongles etc.

REGISTRATION FEES

Single Event - Rs. 400 each

All Events - Rs. 2000

FACULTY CO-ORDINATORS

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STUDENT CO-ORDINATORS

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