

**KL UNIVERSITY**  
**K L U BUSINESS SCHOOL**  
**DEPARTMENT OF MBA**  
**STUDENT ASSOCIATION ACTIVITIES**

**27-02-2015**

Student Association Activities provide platform to budding managers to exhibit their talent & leadership skills, thereby win recognition to excellence. It also provides an excellent opportunity for them to demonstrate their knowledge, creativity, experience, professional prowess to become 'Leaders of Tomorrow'.

**MARKET MAKERS:** After completion of MBA when students enter into the corporate world, they have to take key decisions in the organizations. To prepare them for meeting the future challenges this activity is conducted.

In this management activity the students have to build their own brands and design the marketing mix for that brand. Each team consist of 3 students. One student act as CEO, another as marketing Manager and the third student as Finance Manager. So team consists of students with HR, Marketing and Finance specialization. For this activity each team is given 15 minutes time for their presentation. For each session 6 teams are selected.

**BUSINESS QUIZ :** Business Quiz is conducted to assess and review awareness level of students on core management issues as well as latest developments in management concepts and practices. Interested students are made to give their names. Each team consist of 3 students.

**GROUP DISCUSSION :** Group discussion is essential for effective learning. In group discussion learning is shared and student participating in discussion are benefitted. It decreases stage fear and enhances their ability to express their views and opinions. Each team consist of 6 students. Active participation of all the students is encouraged. Fifteen minutes time is given for each team. 6 teams can participate in the scheduled time. So 36 students participate in this activity.

**AD MAKING:** This activity is conducted to enhance creativity of the students. Each team consist of 3 students. Theme is given to the participants one day before the activity. Students have to form an advertisement and enact it. Seven minutes time is given for each team. 12 teams can participate in the scheduled time.

All these activities are scheduled to be conducted in selected employability skills hours.