

KL UNIVERSITY
KLU BUSINESS SCHOOL
STUDENT EVENTS

Student Association Activities are conducted regularly by Department of Business Administration , KLU Business School. These 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'.

As a part of Student Association Activities "**Market Makers**" event was conducted on 13-02-2015 in Room No.- 205 for MBA II semester Section B and MBA II Semester Health Care from 3.15 - 5.10pm. 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. Wall paints was the concept on which presentations were made.

On 24-02-2015 "**Market Makers**" event was conducted in Room No.- 207 for MBA IV Semester General and Technology Management from 3.15 pm to 5.10pm . Cosmetics was the concept on which presentations were made.

Group discussion was conducted on 10-03-2015 for MBA General and Technology Management (II Year) Students from 3.15 - 5.10pm. 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 was given separate topics five minutes before the commencement of group discussion.

Ad-making was conducted on 13-03-2015 for MBA B Section (I Year) and MBA Health Care Management (I Year) Students from 3.15 pm to 5.10 pm in Room No. 205. 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.

Business Quiz was conducted on 16-03-2015for MBA Premium and Technology Management (I Year) Students from 3.15 pm to 5.10 pm in Room No. 205. 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.

Business Quiz was conducted on 16-03-2015 for all BBA MBA students from 3.15 pm to 5.10 pm in Room No- 207. Students actively participated in this quiz.