



Department of Business Studies

OPEN DAY

“Unleashing the Power in You”,

Business Management Meet

21st JUNE 2022, Tuesday

Venue-A-229 and BSD Lobby

Exhibits

Business Quiz

Innovative Business Idea

On the spot logo Competition

The present situation due to the pandemic had made vital adjustments in our daily life. Our students face various challenges in all aspects of their life. Dealing with academic journey, daily activities, social activities, and adaptability to the New Normal have been a continuing struggle for students. In this regard, the Business Studies Department had conceptualized activities that address the academic and wellness of the students. The activities will all be part of the Business Studies - Open Day to be conducted on June 21, 2022. It will be held at the 2nd Floor Main Lobby and BSD Lobby creating a café-like atmosphere for interaction.

The event titled “Unleashing the Power in You”, aims at showcasing the innate talents (knowledge, skills and abilities) of students and creating a spirit of camaraderie among all the constituents of the department.

Programme Objectives:

1. To discover, explore and showcase the talents of the students.
2. To promote camaraderie among the students and staff.
3. To encourage all students and faculty members to proactively participate and contribute towards the development of the Business Department.
4. To inculcate the value of team spirit and a continuous quest for enhancing knowledge.

The following are the Four events:

1. Exhibits
2. Business Quiz
3. Innovative Business Idea
4. On the spot logo Competition

1. Student Exhibit (Products and Ideas)

The exhibit will serve as a venue for showcasing the talent, creativity, and entrepreneurship of students. It aims to:

Showcase student entrepreneurial mindset

Develop creativity of students

Improve presentation skills of students

Develop teamwork among students

Staff In charge- Ms. Nithya Sambamoorthy and Ms. Amel

2. Business Quiz

Rules of Business Quiz Competition

1. Any Student of Business Department can participate.
2. Registration can be done up to 16th June 2022.
3. 3 students of different specialization can be in a group
4. After registrations participants will be called for preliminary round to scrutiny.
5. Evaluation Criteria:
 - a) **First round** will comprise of Current Affairs related to business world having 4 multiple options, which will carry 5 marks each.
 - b) **Second round** will have Business personality round (BPR), options will not be provided and will carry 10 marks each. Two hints to be provided for every question if any team avail any hint then -2 will be deducted for every hint.
 - c) **Third round** will have direct questions having no option, which will carry 15 marks each.
 - d) **Fourth round** will be of company logos, options will not be provided, and will carry 20 marks each and there will be negative marking of -5 on every wrong answers.
6. Question will be given in PPT format.
7. Each team will get 45 seconds to answer the question.
8. There will be **no negative marking** for first and third rounds and negative marking for 2nd and last round.
9. There will not be any passing of question.
10. Evaluation will be done on the basis of above 4 rounds.
11. In case of a tie, a Tie Breaker question will be asked.
12. **Judge's decision will be final and accepted by each member of team.**

Staff In charge- Dr.Suneel and Dr.Shazia

3. . Innovative Business Idea

1. The competition is open to all business students.
2. Participants should not be more than 3 members in a group.
3. The competition assumed that the participants will:
 - a. Put up their innovative business idea
 - b. Contents/key elements of Innovative business idea:
 1. Executive summary
 2. Products/services
 3. Marketing Plan (Marketing Mix like Details about your product, price, place and promotion)
 4. SWOT Analysis
 5. Financial Projection (in riyal Omani)
 6. Sources of funding
 7. Management Team

C. Poster presentation-A2 Size

Staff In charge-Mr. Narsaiah and Mr. Samiulla

4. On the spot logo competition

Guidelines of the event.

1. The competition is open to all UTAS-Shinas Students
2. Participants can be a maximum of three (3) members in a team
3. Participants must bring their own resources for the competition; university will provide only white chart paper in A2 size.
4. Duration for the event is 1 hour.

5. The competition assumed that the participants will:

- a) Create a logo on the spot based on the theme provided by the organizer.
- b) Design an original, unique, creative and/or innovative logo concept.
- c) Adhere to the guidelines/mechanics provided by the organizers, i.e., theme, content, time, and Structure.

The judges will determine the winner of the competition, given the criteria for judging for each Competition.

One (1) winner (2) Runner will be selected from each which will receive a certificate. All participants shall receive certificates of participation.

Staff In charge-Mr. Subhash and Dr. Vimal

The last day for registration for all competition will be on 16th June 2022

Event Flow/Program

| S.No. | Activity | Venue | Time |
|-------|---------------------------------------------|----------------------------------|--------------|
| 1 | Registration | BSD Lobby | 8:00-9:00 |
| 2 | Ribbon Cutting to Officially Open the Event | 2 nd Floor Main Lobby | 9:00-9:05 |
| 3 | Message from the Dean | 2 nd Floor Main Lobby | 9:05-9:10 |
| 4 | Message from the HOD | 2 nd Floor Main Lobby | 9:10-9:15 |
| 5 | Opening of the Student Exhibit/Fair | 2 nd Floor Main Lobby | 9:15-9:20 |
| 6 | Judging of Exhibit | 2 nd Floor Main Lobby | 9:20-9:30 |
| 7 | Tea Break | BSD Hallway | 9:30-9:45 |
| 8 | Business Quiz | A229 | 10.00- 11:00 |

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| 9 | Innovative Business Idea | A229 | 11.00- 12:00 |
| 10 | On the spot logo Competition | BSD Hallway | 12.00- 1:00 |
| 11 | Closing Ceremony and Awarding of Prizes | A229 | 1.30-2.00 |

Organizer/Steering Committee:
Chairperson: Ms. Khadija Al Isaei
Members: Ms. Iman Al Isaei
Dr. Joefrelin C. Ines