

BUSINESS IDEA COMPETITION

YOU THINK YOU KNOW BUSINESS?



Starting and running a new business isn't for everyone—but regardless of your career, there's something to be said for the “entrepreneurial spirit.” If you're an entrepreneur (Businessman) or business owner, you have to think much differently. You're responsible for the success and failure of your endeavour.

A little entrepreneurial zeal can give you a distinct advantage in your professional life, whether or not you think you'd ever strike out on our own. So the competition helps you to train your corporate mind to think more creative like a business owner?

If you are an entrepreneur, develop business idea for a new product and prepare business plan for your Business.

Points to be considered for creative Business Idea:

1. Selection of Product or service for Business
2. Features of Product
3. Product Name/Company Name
4. Creative Tag Line for business
5. Logo for business
6. Advertising and Plan for Promotion of your Business

Guidelines:

- Contestants may submit their original work of business idea created by them in a word or PDF format and upload in the learning portal and also send it to faculty mail id. (Steps how to upload in the Learning portal has been mentioned in the portal)
- Tagline of the Business should be creative and should be free of copyright issues.
- Each contestant is allowed to select only one business idea.

- Original ideas expected for the competition, any copied ideas and logo from the any website and social portal will not be considered in competition.

Submission Procedure:

- Each entry may consist of only one business idea and the entry is free. Write Your Name, Contact Number, email id, Batch and Course. Please name the file that you shall upload in the learning portal or mail us as Your name_course. (Rameshnair_MBA_HR.pdf or Rameshnair_MBA_HR.doc)
- The email must be addressed to: Faculty Id.

Rewards: This competition is for all the University students. The first three best Business ideas will be provided with a certificate from Schoolguru with respective ranking.

Eligibilities: All the students of the all courses are eligible for the competition.

Deadlines: Last date of submission is 25th Feb 2016

Evaluation Criteria:

The Business Idea will be judged on creativity and originality. Points to be allotted on the basis of following criteria:

1. Product Name/Company Name - 10
2. Features of Product - 15
3. Creative Tag Line for business - 15
4. Logo for business - 15
5. Plan for Advertisement and Promotion of your Business - 25
6. Reason behind selection of business idea - 20

