

### **“Corporate Expo 2011” – An Entrepreneurial Entertainment Event**

The Commerce Forum of Jain University, Jayanagar, conducted its yearly event ‘**Corporate Expo 2011**’ at the college premises. The main theme “**corporate multiverse**” was inspired from the **World of Comics**. The theme incorporated a fusion of virtual comic characters and real entrepreneurship ventures. This idea helped to gain maximum participation of the students, as students were familiar with the concept and eager to explore possibilities.

This revolutionary concept of the fusion of the comic world with business was appreciated by all the teachers as well as the students. The classes showcased their skits in front of the judges, which included few faculty members and the two alumni of Jain College. The skits portrayed by the classes served as a method to encourage teamwork, fun and creativity. Each team was marked on the basis of their stall presentation, the venture plot and also the rebuttal with the judges. The event was a huge success with the active participation from all the students.