

**JAIN UNIVERSITY**

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956



School of Commerce & Management Studies

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*We cordially invite you to the most anticipated event **The Corporate Expo '11** on 9th August.*

*Your esteemed presence will enable and persuade the participants to utilize the opportunity to its best as they showcase their entrepreneurial skills along with creativity to display*

***The Corporate Multiverse.***

*Time: 10:30am*

*Venue: 3<sup>rd</sup> Floor Quadrangle, Jayanagar Campus*

*Commerce Forum*

## **Entrepreneurial Entertainment**

In the bleakest of hours, a single vision empowered by innovation can revolutionize an entire generation. Corporate Expo was established by the Department of Commerce along with the Commerce Forum of JAIN UNIVERSITY to expose students to a dimension where they experience a world of virtual entrepreneurship, teamwork and leadership.

In this journey of **making a difference**, this year we explore the multi-verse of entrepreneurship to evolve corporate pioneers. The comical Multi-verse is an array of comic characters, among them exist characters that bear the alter ego of entrepreneurs.

Example: Batman's alter ego is Mr. Bruce Wayne who owns Wayne Enterprises. Similarly, every famous character has an extensive history of their involvement in business where one can find their assets, investments, mergers & acquisition, losses, nature of business etc. The main motive for opting for this theme is that, every student would be able to relate to it, hence encouraging maximum participation, creativity and a fruitful learning experience.

Every class bids and wins a character from the strict budget restriction given to all the classes. Bidding provides them with the liberty of selecting the character of their choice enabling them to showcase their best presentation. The main task in hand is to use the character's qualities and create a business venture, taking into consideration the present day corporate scenario, which is presented in the form of a comic story.

The classes also have to enact their Idea/story on stage depicting and representing the characters along with their ventures. Their creativity will be graded based on the feasibility, innovation and presentation of the idea. The event will enable participants to tap and develop their potentials as well as grow as innovative and creative professionals.

The uniqueness of our theme and enthusiasm of the participants and organizers assures an impressive performance on the **9<sup>th</sup> of August**.