

Department of Business Administration

26<sup>th</sup> August, 2025

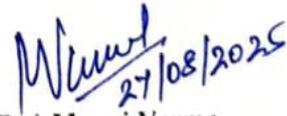
Notice

|                              |   |   |
|------------------------------|---|---|
| <b>Title of the Activity</b> | <b>CEO Showcase: Exploring the Journeys of Business Leaders</b>   |   |
| <b>Introduction</b>          | Entrepreneurship is one of the most dynamic forces in today's economy. The "CEO Showcase" is a role-play activity where students present as renowned entrepreneurs, highlighting their journey, achievements, and leadership style through engaging 5-minute PPTs. This activity aims to develop research, presentation, and entrepreneurial thinking skills. |   |
| <b>Objectives</b>            | <ul style="list-style-type: none"> <li>• Understand lives and achievements of successful entrepreneurs.</li> <li>• Enhance public speaking and presentation skills.</li> <li>• Promote creativity and critical thinking.</li> <li>• Inspire entrepreneurial mindset among students.</li> </ul>  |   |
| <b>Activity Description</b>  | Each student will role-play a famous business personality and deliver a 5-minute PPT presentation simulating a real-life CEO talk. Presentations will include background, milestones, challenges, innovations, and impact.  |   |
| <b>Key Elements</b>          | <ol style="list-style-type: none"> <li>1. Student Presentations (5 mins each)</li> <li>2. Interactive Q&amp;A (1 question after each presentation)</li> <li>3. Feedback Session by faculty coordinators</li> </ol>  |   |
| <b>Date &amp; Time</b>       | <ul style="list-style-type: none"> <li>• <b>Date:</b> 29<sup>th</sup> Aug, 2025</li> <li>• <b>Time:</b> 1:30 PM – 3:00 PM</li> <li>• <b>Venue:</b> Room 911</li> <li>• Certificates for winners</li> </ul>  |   |
| <b>Registration Link</b>     | <a href="https://forms.gle/q1p8wpo7gNAXyDidA">https://forms.gle/q1p8wpo7gNAXyDidA</a>   |  |



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