St. Joseph's College of Commerce (Autonomous)
Affiliated to Bengaluru City University
Accredited with 'A++' Grade by NAAC in 4th Cycle (CGPA of 3.57/4)
College with Potential for Excellence (CPE)
Ranked 55th in NIRF 2024 by the Ministry of Education, Government of India
#163, Brigade Road, Bengaluru - 560025, Karnataka, India

Miles Education

Department of Professional Programmes

(B.Com Strategic Finance Programme)

Presents

An Annual Intra College Event

FINATRON

ON THE 19TH & 20TH OF NOVEMBER 2024

SEIZE THE OPPORTUNITY TO WIN AN EXCITING CASH POOL OF

RS. 15,000

Click here to register

HOD	STUDENT COORD	GEN SEC
MS. SUMITHRA SREENIVASAN	R. YUKTHESH KUMAR	TANUSRI RAJKUMAR

Finatron, an annual competition organized by the BCom Strategic Finance programme, in collaboration with Miles education, a learning partner.

This exclusive opportunity allows students to apply their skills, as it is specifically designed for those pursuing the professional courses.

This year, Finatron is back to be even grander, featuring three rounds:

- BCG Game
- Treasure Hunt
- Final Case Study

It is an enriching finance event aimed at enhancing participants' financial knowledge.

CA$H POOL OF 15K

CASH PRIZE + CERTIFICATE
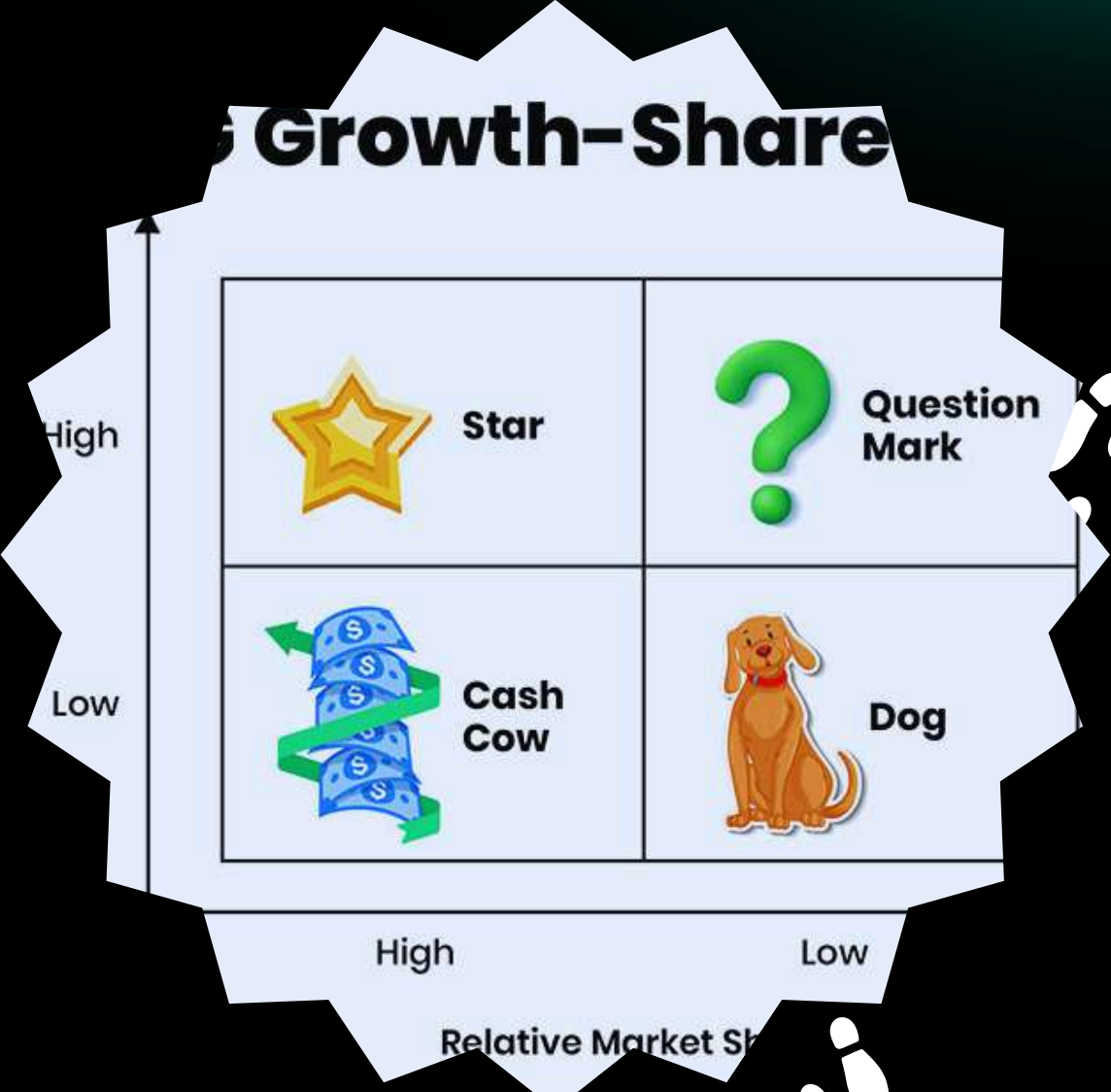
CASH PRIZE + CERTIFICATE

PARTICIPATION CERTIFICATES FOR ALL

CLICK HERE TO REGISTER NOW

TIMELINE OF EVENTS

Growth-Share

High
Low

Star
Question Mark
Cash Cow
Dog

High
Low

Relative Market Sh

Round 1: BCG Simulation

19th Nov 2024
Tuesday
11am Onwards

Round 2: Treasure hunt

20th Nov 2024
Wednesday
11am Onwards

Treasure hunt

Monthly Product Sales Chart

Round 3: Case study

20th Nov 2024
Wednesday
2pm Onwards

ROUND 1

BCG SIMULATION

Unleash your creativity in this thrilling event! Step into the shoes of an entrepreneur, launching your very own juice company. Get ready to face real-world challenges, sharpen your problem-solving skills, and develop winning business strategies to earn your place as either a Star or a Cash Cow in the BCG matrix. Prepare for a marketing showdown as teams face off, each vying to become the star of the event

BEE CEE GOOO

Rules and Regulations

- Team size: 2-3 people per team
- The event consists of 2 rounds
- Teams will be required to make a product with the materials provided to them
- Stay ready for surprise rounds that challenge your adaptability.
- Teams are advised to carry their laptops
- Creatives are not restricted only to PPTs, any other creatives such as posters,videos can also be made.
- Derive creative solutions for the problems stated in case study
- The use of AI is strictly prohibited. Teams disobeying this rule will be disqualified.
- Last but not the least, remember to be as creative as possible, let your imagination run wild!

⚠️ Note :
This is purely a marketing event , zero knowledge of BCG matrix is required.

ROUND 2

Treasure Hunt

Embark on an exciting journey with the Pursuit of Fortune– an immersive blend of problem-solving, exploration, and teamwork. Solve captivating case studies, follow riddles across campus, and unleash your critical thinking and collaborative skills. Join us for an unforgettable adventure!

Pursuit Of Fortune

RULES & REGULATIONS

- Team size: 2-3 in a team.
- The use of phones, internet and any other forms of external help is strictly prohibited.
- Teams disobeying this rule will be disqualified.
- Time is of the essence as the teams finishing first will have a better edge over the others.

EVENT HEADS

Tanusri Rajkumar: +91 7019262602 & Tejaswini: +91 8870762722

ROUND 3

CASE STUDY

Dive into, where aspiring students leaders tackle real-world challenges , Sharpen your problem-solving skills, and face surprise twists that keep you on your toes & Collaborate with peers, refine critical skills and showcase your talent to industry professionals.

Business Brilliance

RULES & REGULATIONS

- Team Size: 2-3 in a team.
- Stay ready for surprise rounds that challenge your
- adaptability.
- Teams are advised to carry their laptops.

EVENT HEADS

Jaidev: +91 89716 39672, Meenakshi: +91 82963 07666 & Yukthesh: +91 91106 70462

Click here to register