



## **InnoVision B-School Review**

**InnoVision Enterprise Solutions Website**  
<https://innovision.org.in/>

### **The Significance of Business School Competitions**

This article reviews the structure of business school competitions, the benefits of participating and how they contribute to the holistic development of students. It also identifies some competitions that student can attempt.

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## Introduction

B-School competitions have become an integral part of the MBA experience in India, offering students a platform to apply their academic knowledge in real-world scenarios. These competitions, ranging from case study challenges to business plan contests, provide a unique blend of learning, networking, and career advancement opportunities. In this comprehensive article, we explore the concept of B-School competitions, their importance, benefits, and how they contribute to the holistic development of MBA graduates in India.

## The structure of B-School Competitions

B-School competitions are structured events where MBA students participate individually or in teams to tackle business-related challenges. These competitions can vary widely in format and scope, but they all share a common goal: to simulate real-world business scenarios and provide students with hands-on experience. Some popular types of B-School competitions include:

- **Case Study Competitions:** Students analyze and present solutions to business problems based on real or hypothetical cases provided by companies or academic institutions.
- **Business Plan Competitions:** Participants develop and pitch comprehensive business plans to a panel of judges, typically comprising industry experts and investors.
- **Innovation Challenges:** These competitions focus on creative problem-solving and innovation, encouraging students to devise novel solutions to contemporary business issues.
- **Marketing and Strategy Games:** Students engage in simulated marketing or strategic management scenarios to test their decision-making skills and strategic thinking.
- **Financial Modeling Contests:** These competitions require participants to create detailed financial models and forecasts based on specific business cases.

## Benefits of B-School Competitions

- **Real-World Experience:** B-School competitions simulate real business scenarios, providing students with practical experience that cannot be gained solely through classroom learning.
- **Collaborative Learning:** Competitions encourage collaboration and teamwork, allowing students to learn from each other and leverage their collective strengths.
- **Creative Problem-Solving:** Many competitions require students to think outside the box and come up with innovative solutions to complex problems.
- **Feedback and Evaluation:** Participants receive feedback from judges, who are often industry experts.
- **Confidence Building:** Competing on a national or international stage helps students build confidence in their abilities and develop a positive mindset.
- **Career Advancement:** B-School competitions can open doors to internships, job offers, and collaborations with leading companies. (The first line is self-explanatory. The second line is an elaboration that is not needed)

## The Role of B-School Competitions in Holistic Development

B-School competitions play a crucial role in the holistic development of MBA graduates. Here's how:

- Practical Application of Academic Knowledge
- Skill Development
- Networking Opportunities
- Exposure to Industry Practices
- Confidence Building
- Recognition and Rewards
- Career Advancement



## The Significance of Business School Competitions

### Challenges Faced by Participants

While B-School competitions offer numerous benefits, they also present certain challenges:

- Intense Competition
- Time Management
- Pressure to Perform
- Resource Constraints

### Events where students can participate

There are several business school competitions where students can participate in addition to the big events sponsored by HUL, L’Oreal, Accenture, Mahindra and Pepsico. Some notable events are:

#### **Battle of Brands - MICA**

Participants are expected to work on creative solutions for specific marketing and branding briefs provided by established companies. In the final round the qualifying teams engage in an intense round of branding challenges and activations to test the implementation of their proposed ideas.

#### **Paws & Promotions - Great Lakes Institute of Management**

The competition challenge students to tackle real-world marketing and branding problems creatively.

#### **Merch Madness - IIM Rohtak**

Participants are provided with a real-world scenario where they need to design and promote merchandise that aligns with specific brand values or market trends. This involves conceptualizing the merchandise as well as crafting promotional strategies using digital marketing and social media tools. Teams need to develop compelling narratives, present marketing campaigns, and demonstrate how their ideas will increase brand visibility or customer loyalty.

#### **Pitchers – IIM Calcutta**

The Pitchers competition is a flagship idea-pitching event hosted by IIM Calcutta as part of its annual Genesis summit, which is organized by the institute’s Entrepreneurship Cell (E-Cell). This event focuses on providing a platform for budding entrepreneurs to present innovative and impactful solutions to real-world problems.

#### **MarkIIT - The Marketing Event – IIT, Madras**

Teams are given a marketing case related to modern challenges in business, focusing on areas such as sustainability, green marketing, and digital transformation. Participants are required to come up with creative marketing strategies that align with the given brief.