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Pragati B-Fest on January 23, 24

Staff Reporter

Amrita School of Business (ASB) is conducting the 17th edition of its national level B-Fest 'Pragati' at Amrita University on January 23 and 24.

It is a rostrum for professionals to showcase their managerial skills through various events conducted in marketing, finance, operations, human resources and systems domains.

The theme for this year's event is 'The world around Social, Mobile, Analytics and Cloud (SMAC)'. The university is set to host over 1,000 students from over 60 eminent B-Schools across the country for the extravaganza. The flagship events, B-plan, B-Quiz and best manager, entice students from top B-Schools battling to show their mettle.

The events organised in the fest are unique and put what each student has learnt to action. With real life situations implemented in each event, students would have an opportunity to use resources in an effective manner, manage people and events and make smart decisions and carve business graduates into future managers who could compete and survive in the market. Visit www.asbpragati.com for more details.

The theme for the event is 'The world around Social, Mobile, Analytics and Cloud'

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