

Master of Business Administration

Report on The Nexus Challenge – Think. Create. Pitch. Win.

(Organized in association with Esprit-Club & Institution's Innovation Council

– Ministry of HRD Initiative)

Event Name	The Nexus Challenge – Think. Create. Pitch. Win.
Event type	Skill Development
Date/Duration	13 May 2026 (02:00 pm onwards)
Organizers	Department of Master of Business Administration
Objective the event	To test students' HR knowledge, creativity, and entrepreneurial skills through a multi-round challenge integrating theory with practice.
Events Conducted	1. The Mental Marathon (HR Knowledge Assessment) 2. The Canvas of Creativity (Ad Making Challenge) 3. The Phoenix Pitch (Business Pitch Finals)
Key Focus Areas	HR concepts, creativity in branding, business pitching, strategic thinking
Evaluation Criteria	Knowledge accuracy, creativity, clarity of presentation, feasibility of business ideas
Target Group	MBA students
Participants	110
Outcomes	Improved decision-making, negotiation, and resource allocation skills; enhanced teamwork and leadership qualities.
Faculty Coordinators	Mr. B. Kalyan Kumar, Assistant Professor
Judges	Senior Faculty Panel from MBA Department
Remarks	The event successfully fostered innovation and practical application of HR concepts through technology. It strengthened analytical and presentation skills among students.

**Master of Business Administration
CIRCULAR**

Date: 10-05-2026

Dear Student,

This is to inform all MBA students that, the Department of MBA, in association with **Esprit-Club** and the **Institution's Innovation Council (Ministry of HRD Initiative)**, is organizing an exciting event:

THE NEXUS CHALLENGE – Think. Create. Pitch. Win.

Date: 13 May 2026

Time: 2:00 PM onwards

Venue: MBA Seminar Hall

Event Highlights:

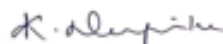
- **Round 1 – The Mental Marathon:** HR Knowledge Assessment (30 MCQs)
- **Round 2 – The Canvas of Creativity:** Creative Advertisement (Ad Making, 2-min video)
- **Round 3 – The Phoenix Pitch:** Business Pitch for investments

Rules & Regulations:

- **Team Composition:** 3 members per team
- **Registration Fee:** ₹50 per team
- **Recognition:** Top 3 teams awarded cash prizes; Certificates for all participants

Prizes & Recognition: Winner & Runner-up Awards, Certificates for Participation

All MBA students are invited to participate actively.



Dr. K. Deepika

Head of the Department

CC: a) Class Teachers b) Classrooms c) Notice Boards



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L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh 521230



MASTER OF BUSINESS ADMINISTRATION

Esprit-Club &



organizing

THE NEXUS CHALLENGE

EVENT DATE: 13th May, 2026 | TIME: from 2pm onwards | VENUE: Seminar Hall



THE MENTAL MARATHON

Test your critical business knowledge in a high-stakes, intellectual battlefield.



THE CANVAS OF CREATIVITY

Craft compelling narratives and design innovative brand campaigns that resonate.



THE PHOENIX PITCH

Present visionary business models that rise above and capture investor confidence.

Winner & runner-up awards
Certificates for participation.



REGISTER NOW

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MASTER OF BUSINESS ADMINISTRATION

Esprit-Club &



organizing

THE NEXUS CHALLENGE

RULES & REGULATIONS



GENERAL PARTICIPATION & REGISTRATION



TEAM COMPOSITION:

Each team must consist of exactly 3 members.



REGISTRATION FEE:

A fee of ₹50 per team is required to finalize entry.



RECOGNITION:

- The Top 3 Teams will be awarded cash prizes based on cumulative scoring.
- All other participants will receive Participation Certificates.

ROUND
1



THE MENTAL MARATHON (HR KNOWLEDGE ASSESSMENT*)



FORMAT:

A written examination focused on Human Resources.



STRUCTURE:

30 Multiple Choice Questions (MCQs).



SCORING:

Each correct answer carries 1 mark.



ELIMINATION:

This is a non-elimination round; all teams will proceed to the next stage.

ROUND
2



THE CANVAS OF CREATIVITY (CREATIVE ADVERTISEMENT*)



TASK:

Teams must present an "Ad Making" concept.



REQUIREMENT:

Participants must arrive at the venue with a pre-prepared video copy of their advertisement.



DURATION:

The advertisement video/presentation must not exceed 2 minutes.



SHORTLISTING:

Following this round, teams will be shortlisted for the Grand Finale based on their combined scores from Round 1 and Round 2.

ROUND
3



THE PHOENIX PITCH (THE ULTIMATE PITCH) (FINALS*)



FORMAT:

A formal Business Pitch.



OBJECTIVE:

Participants must present their business idea and successfully "pitch" for hypothetical investments from a panel of judges (Investors).



FINAL EVALUATION:

The winners will be determined by aggregating the marks from all three rounds.



THINK. CREATE. PITCH. WIN.

Unleash the nexus of ideas and innovation!

Master of Business Administration

List of winners:

s.no.	Name of the student	Roll No	Prize
1	P RAMANA PRASHANTH	25761E0041	First
	SK ABDUL KHADAR JEELAM	25761E0050	
	J RAM SAI CHARAN	25761E0019	
2	P SASI VARDHAN	25761E0042	Second
	M MEGHANA SAI LAKSHMI	25761E0031	
	J ROSHINI	25761E0016	





K. Deepika

Dr. K. Deepika
Head of the Department