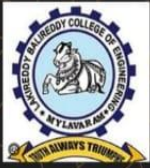


Master of Business Administration

Report on ESPRIT

Event Name	ESPRIT
Event type	Skill Development
Date/Duration	23-08-2025
Organizers	Department of MBA Lakireddy Bali Reddy College of Engineering
Name of Convener	Dr. K. Deepika Associate Professor & HoD
Events Names	1. Philip Kotler 2. George Elton Mayo 3. Narthanasala
Target audience	MBA Students
Total No. of Registered participants	150
Objective the event	- Philip Kotler - To develop students' understanding of marketing concepts through analytical and application-based activities. - To enhance creativity and strategic thinking in advertising and product presentation. - George Elton Mayo - To improve interpersonal skills, teamwork, and leadership qualities among participants. - To encourage effective communication, critical thinking, and confidence in group interactions. - Narthanasala - To provide a creative platform for students to express emotions, imagination, and cultural awareness. - To enhance observational skills, spontaneity, and expressive abilities through fun-based activities.
Description of the event:	ESPRIT 2K25 is a flagship MBA management fest organized by the II-Year MBA students of Lakireddy Bali Reddy College of Engineering (Autonomous). The event is designed to enhance managerial, analytical, and communication skills among management students. It provides a competitive platform that blends academic knowledge with practical business scenarios. Participants engage in diverse activities inspired by eminent management thinkers and cultural creativity. ESPRIT 2K25 promotes leadership, teamwork, and professional excellence in a dynamic learning environment.



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(Autonomous)

MASTER OF BUSINESS ADMINISTRATION

ESPRIT

2K25

Date: 23rd August 2025
Time: 1:00pm to 4:00pm
Venue: MBA seminar Hall

■ **PHILIP KOTLER**

- Written Test
- Identify the Advertisement
- Product showcase



■ **NARTHANASALA**

- Emoji Expression
- Identify the Character
- Acting the Spoof



■ **GEORGE ELTON MAYO**

- Written Test
- Group Discussion
- Just A Minute



Organised by II Year Students

In Association with



Confederation of Indian Industry

Master of Business Administration

S.No	Name of the student	Roll No	Prize
1	K.Megana	24761E0096	First
	M.Krishna Kavya	2461E00A6	
2	P.Sobha Rani	24761E0051	Second
	I.Purna Madhu Babu	24761E0094	
	N BalajiB.Naga Pujitha	24761E0006	
	A.Sri Krishna Mani Vikas	24761E0004	





K. Deepika

Dr K. Deepika
Head of the Department