



ST ALOYSIUS COLLEGE

(AUTONOMOUS)

Mangaluru - 575003

Re-accredited by NAAC with 'A' Grade - CGPA 3.62

Recognised by UGC as "College with Potential for Excellence"

College with 'STAR STATUS' conferred by DBT, Govt. of India.

3rd Rank in "Swacch Campus" Scheme, by MHRD, Govt of India.

Department of BBA

Presents

SPINOUT

2020

THE BLACK SWAN THEORY

JAN 30TH & 31ST 2020

A NATIONAL LEVEL MANAGEMENT FEST



“THE BLACK SWAN THEORY”

The impact of the highly improbable

The ‘Black Swan Theory’ is based on an ancient saying which presumed black swans didn’t exist. Yet eventually, the black swan was discovered in the wild.

The theory developed by Nassim Nicholas Taleb explains that the term “black swan” connotes an extremely rare, unexpected, and surprise event of great magnitude, which has the potential to change the course of history. Because they may come as a surprise, not even computers and scientific methods can help predict them.

The Theory urges people not to try to figure out how the event could have been predicted, but rather to use that time and effort to understand what lessons can be learned and reducing the risk of events that can happen in the future.

After all, the world is highly unpredictable, black swan events are constantly changing the course of history and the truly significant ones can never be predicted.



WORLD WAR I

Best Manager

Being a leader carries enormous amounts of responsibility, dealing with the aftermath of crises and holding down the fort. Wear your personality as your armour to lead and conquer the war in becoming the Best Manager.

Savio Pereira

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Advita Karkera

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THE SURGICAL STRIKE

Human Resource

Sometimes a little josh can go a long way. People are your greatest resource. When you look after people, it empowers them to work better and strive harder. It creates an environment of togetherness and cooperativeness. The attitudes of people change when their environment is charged up with motivation and enthusiasm. How can you motivate your army of employees into a soaring victory?

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THE BLACK MONDAY

Finance

Even though a strong vision and a great product are the central needs of a business, one cannot ignore the importance of finance and its efficient management. But what happens when there's a crunch in financial resources or a crash in the stock market? Cash combined with courage in a time of crisis is priceless. Here's where the skills and in-depth knowledge of a financial expert come into play.

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THE TITANIC

Marketing

Ships don't sink because of the water around them; ships sink because of the water that gets in them. The current market scenario is all about flexibility and customisation.

Competition will always be present, but you have to find that one point of differentiation that separates you from the competition. Don't use your competition as an excuse to weigh you down.

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THE BIG BANG

Business Quiz

The universe started as a small singularity but expanded over time and is still expanding. Gaining knowledge starts with learning information of a fact or two and then expanding the mind to adapt to learn more facts. How far are you willing to expand your mind on a quest to unravel the questions of the business world? Show off your knowledge like the sky shows off it's stars.

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9/11

Event Management

Things can either go according to plan or can end up in a disaster. Event management combines the skills of project management and a person's ability to cope under stress. To create something exceptional the mindset must be relentlessly focused on the smallest detail. Management of crisis during an event is not good vs bad, but rather preventing the bad from getting worse.

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GENERAL GUIDELINES

- The full contingent should consist of 8 members.
- The composition for the mandatory events are as follows.
 - Best Manager - 1 participant
 - Human Resource - 1 participant
 - Finance - 1 participant
 - Marketing - 2 participants
 - Business Quiz - 2 participants
 - Event Management - 1 participant
- Outstation colleges must inform the organisers of their travel plan in advance. The last date of informing shall be 15.01.20.
- Registration time is 8 00 AM on 30th of January, 2020
- All outstation Colleges have to carry government ID for Accommodation purpose.
- Lunch will be provided on both the days of the event for the Participants.
- Fest Registration open for Undergraduate Student Only.
- The Candidate must pay the registration fees of Rs: 500/- on-spot registrations. Payment can be by Cash / DD(DD to be drawn to the Principal of St. Aloysius College).
- Authorization Letter confirming participation by the college authorities must be produced on demand.
- Participants are required to carry their own equipments (Laptops, Pendrives, Internet Dongles, Stationary)
- Formal dress code to be maintained.
- Any form of misconduct will lead to disqualification of the team.



For Queries, Contact :

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