



**BITS Pilani**

Pilani Campus

Department of Management



# INTERFACE' 24

IDEA > INTELLIGENCE > INNOVATION

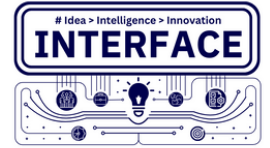
20TH - 22ND SEPTEMBER 2024

VENUE: BITS PILANI, PILANI CAMPUS

EVENT BROCHURE



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## ABOUT BITS PILANI

The Birla Institute of Technology & Science (BITS) Pilani is one of India's leading higher education institutes and a deemed university under Sec—3 of the UGC Act 1956. The institute has been recognized as an "Institution of Eminence" by MHRD. The primary motive of BITS Pilani is to train young minds who are capable and eager to create and implement actions into ideas, methods, techniques, and information. Over the years, BITS Pilani has provided the highest quality technical education to students across India, admitted based on merit through a critical selection process. Our alums are found worldwide in all engineering, science, humanities, and management areas. The institute is dedicated to generating, disseminating, preserving knowledge, and collaborating with others to use this knowledge to address the world's challenges.

## DEPARTMENT OF MANAGEMENT

The Management group at BITS, Pilani was established in the year 1971. It initially offered the two year Master of Business Administration (MBA) programme but later in 1973, when the institute created an integrated educational structure, MBA evolved into the integrated first degree programme Master of Management Studies (MMS) which is a blend of engineering and management. This programme was successfully offered for a time period of three decades. Based on the industrial demands, the course was restructured as MBA in the year 2006. Catering to the contemporary industry demands, BITS Pilani has introduced an MBA in Business Analytics from the academic year 2021-22.

## VISION

To advance management knowledge and develop impactful leaders.

## MISSION

To be the destination of first choice for key stakeholders viz. students, faculty, organizations and the community by designing and delivering cutting-edge management programme in a learning environment that develops leaders who are socially responsible, innovative & result oriented.

**Expand your horizons and pave the way for the future...!**

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# ABOUT INTERFACE

“Interface” is the prestigious PAN India Management Fest hosted by the Department of Management, BITS Pilani, Pilani Campus. The legacy event is a 3-day extravaganza combining academic vigor and industry insights, where the pulse of business innovation resonates within every participant, propelling the essence of this event. The 46th edition of Interface embraces the theme “*Idea -> Intelligence -> Innovation*”, aiming to unite aspiring business leaders in exploring the symbiotic relationship between groundbreaking ideas, strategic intelligence, and transformative innovation.

## Idea Generation for Tomorrow’s Leaders:

At the heart of the theme lies the acknowledgment that every remarkable business endeavor originates from a visionary concept. This festival establishes a platform for all participants to unleash their imaginative prowess, creating a conducive atmosphere that promotes idea generation, collaboration, and the development of innovative thinking. Here, participants embark on a transformative journey of ideation, collectively envisioning the future landscape of business.

## Strategic Intelligence: Navigating Excellence in Leadership:

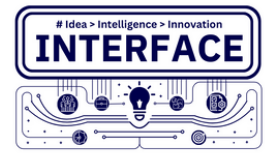
Intelligence, within the context of Interface, transcends theoretical knowledge. This festival delves into strategic acumen, analytical thinking, and decision-making skills that define modern business leaders through highly competitive events. Participants will refine their business intelligence, ensuring they are well-equipped to navigate the complexities of the corporate world.

## Innovative Solutions to Real-World Challenges:

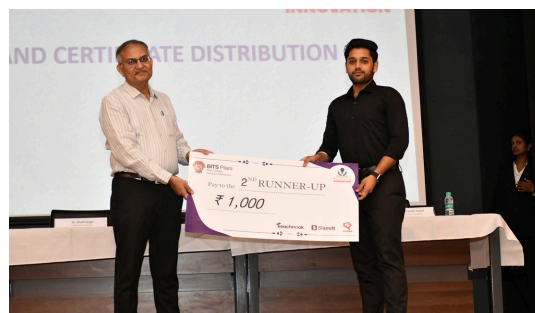
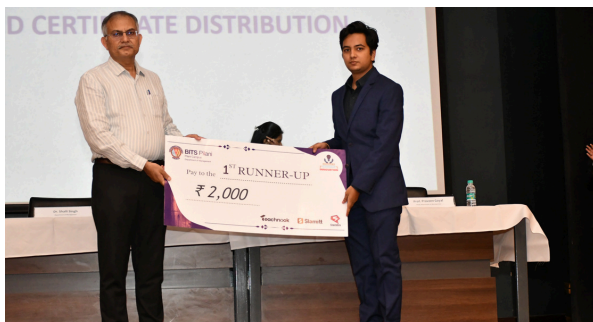
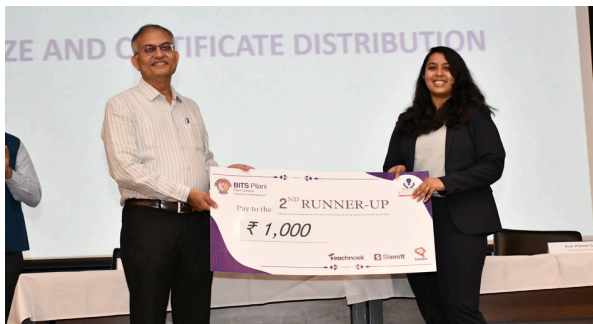
The transformative impact of innovation underscores the practical application of innovative solutions to real-world business challenges. Participants are encouraged to explore how creative thinking can seamlessly integrate into strategic business planning, leading to novel approaches and cutting-edge methodologies. The real-world problem-solving events will provide a platform for participants to showcase their ability to translate ideas into actionable, innovative business strategies.

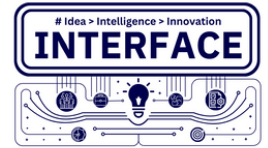
“Idea -> Intelligence -> Innovation” sets the tone for a transformative Interface, where the spirit of entrepreneurship, strategic thinking, and innovation converge. Aspiring future leaders will depart inspired and equipped with the skills and mindset necessary to navigate the dynamic business landscape, leading with creativity and intelligence. Join us in celebrating the power of ideas, the depth of intelligence, and the limitless potential of innovation at this significant fest!





# GLIMPSES FROM INTERFACE'23





# EVENTS

## Alumni Relations Cell



"Persona Probe: The Ultimate Test"

Participants in this unique placement simulation experience will undergo a comprehensive assessment similar to real interviews. This immersive setup aims to provide juniors with valuable insights and make them placement ready.

## Finomaniac



"Stockstorm: Virtual trading mania"

Embark on an exhilarating journey with our virtual trading competition, a dynamic platform where participants can create and manage virtual portfolios.

## Vishwash: The Marketing Club



"InnoMUN : Crafting Company Futures at Interface."

The participants will showcase their expertise in marketing, strategic thinking, and product management skills. The primary goal is to immerse participants in real-world business scenarios through a series of engaging challenges.

## Manav: The HR Club



"PolicyHack: Redefining HR Dynamics"

Innovate in HR solutions, and enhance policy frameworks for a more efficient and inclusive workplace.

## Media Relations Club



"Building Tomorrow's Giants : From Vision to Venture"

Teams dive into specific sectors, understanding them comprehensively, formulating unique business concepts, and crafting essential company elements.

## Tech Geeks Club



"HiKi-Engage, Build and Innovate"

Chatbot development, where creativity, teamwork, resourcefulness, effective communication, and user interaction converge to create innovative solutions.

"Mystery Maze"

Teams of 2-5 members will navigate through an 8x8 maze filled with technical and analytical questions, with answers corresponding to numbers on the grid.

## Vishwakarma: The Operations Club



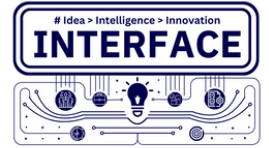
"Moneyball: Football Auction"

Teams delve into the world of football-style bidding and player negotiation rounds.

"Genesis: Operations and Supply Chain Caselets"

Genesis is an intense, fast-paced operations and supply chain case competition.





## FUN EVENTS

### Media Relations Club

“DareCup Challenge: 'Choco Hunt!'”  
With 10 cups and a ping pong ball, dare meets delight. Land your shot to uncover either chocolate or a daring challenge.

“Wordless Guess Game”  
One player wears noise-canceling headphones while the other silently communicates words or phrases for them to guess using gestures.

### Creative Club

“Maahaul - Poetry | Standup | Unplugged Singing”

This event is a fusion of slam poetry and stand-up comedy, where talented individuals share their unique perspectives and insights on diverse topics.

## OUR PARTNERS



and many more...



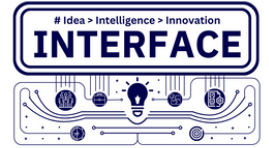
# SOCIAL MEDIA HANDLES

Club	Instagram	LinkedIn
Media Relations Club	<a href="https://www.instagram.com/bits_pilani_mba">https://www.instagram.com/bits_pilani_mba</a>	<a href="https://www.linkedin.com/in/dept-of-management-bits-pilani-913759228/">https://www.linkedin.com/in/dept-of-management-bits-pilani-913759228/</a>
Tech Geeks Club	<a href="https://www.instagram.com/thetechgeeksclub">https://www.instagram.com/thetechgeeksclub</a>	<a href="https://www.linkedin.com/in/techgeeksclub">https://www.linkedin.com/in/techgeeksclub</a>
Finomaniac - The Finance Club	<a href="https://www.instagram.com/finomaniac?igsh=MWluMmkwcngyOHJ6bQ==">https://www.instagram.com/finomaniac?igsh=MWluMmkwcngyOHJ6bQ==</a>	<a href="https://www.linkedin.com/in/thefinomaniac">https://www.linkedin.com/in/thefinomaniac</a>
Industry Linkage Club	<a href="https://www.instagram.com/ilc_bits_pilani?igsh=MzRIODBiNWFIZA==">https://www.instagram.com/ilc_bits_pilani?igsh=MzRIODBiNWFIZA==</a>	<a href="https://www.linkedin.com/in/industry-linkage-club-bits-pilani">https://www.linkedin.com/in/industry-linkage-club-bits-pilani</a>
Alumni Relations Cell	<a href="https://www.instagram.com/alumnirelationscell?igshid=YmMyMTA2M2Y%3D">https://www.instagram.com/alumnirelationscell?igshid=YmMyMTA2M2Y%3D</a>	<a href="https://www.linkedin.com/in/alumnirelationscell/">https://www.linkedin.com/in/alumnirelationscell/</a>
Manav - The HR Club	<a href="https://www.instagram.com/manavthehrclub">https://www.instagram.com/manavthehrclub</a>	<a href="https://www.linkedin.com/company/manavhrclubbitspilani/">https://www.linkedin.com/company/manavhrclubbitspilani/</a>
Vishwakarma - Operations Club	<a href="https://www.instagram.com/vishwakarmabits/">https://www.instagram.com/vishwakarmabits/</a>	<a href="https://www.linkedin.com/in/vishwakarmabits/">https://www.linkedin.com/in/vishwakarmabits/</a>
Sponsorship Club	<a href="https://www.instagram.com/sponsorship_club_bitsmba">https://www.instagram.com/sponsorship_club_bitsmba</a>	<a href="https://www.linkedin.com/in/sponsorship-club-bits-pilani">https://www.linkedin.com/in/sponsorship-club-bits-pilani</a>
Vishwast - The Marketing Club	<a href="https://www.instagram.com/vishwastmarketing?igsh=YW84dHhmeXFhM3Vq">https://www.instagram.com/vishwastmarketing?igsh=YW84dHhmeXFhM3Vq</a>	<a href="https://www.linkedin.com/in/vishwast-the-marketing-club">https://www.linkedin.com/in/vishwast-the-marketing-club</a>

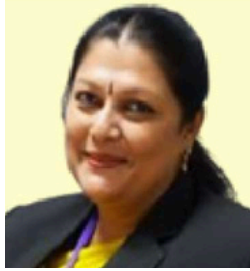




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## Faculty Incharge MASSOC



Prof. Jayashree Mahesh

## HOD Department of Management



Prof. Praveen Goyal

## Executive Committee MASSOC



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