



MBA EXPO 3.0

The Great Industry Battle

23rd April 2026 | 10:00 AM - 2:00 PM

Venue: Near Mechanical Block, Acharya Campus

About the Program

The Great Industry Battle is an academic-industry simulation event where MBA students represent different industries such as tourism, AI, Entertainment, Food etc. and analyze leading global companies and their strategies to achieve a competitive edge. Participants present strategies, innovations, and business models, creating a competitive and practical learning environment.

Objectives of the Program

- To enhance students' understanding of diverse industries and market dynamics
- To develop strategic thinking and analytical skills
- To encourage teamwork, collaboration, and communication
- To bridge theoretical knowledge with real-world business practices

Expected Outcomes of the Program

- Improved industry awareness and business acumen
- Stronger presentation and problem-solving skills
- Ability to evaluate competitive strategies and innovation
- Increased confidence in applying management concepts in real scenarios

Target Audience: MBA Students, AIT

Committee Members

ADVISORY COMMITTEE

- Dr. C K. Marigowda, Principal, AIT

CONVENER

- Dr. Abhishek Venkateshwar, Associate Professor & HOD- Business Administration, Director - Global MBA & Associate Dean - FSD, AIT

COORDINATOR

- Dr. Harshita Kaushik
- Prof. Archana Vijay
- Prof. Arun Mani



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LOCATE US

Event Coordinator

Dr. Harshita Kaushik
Assistance Professor
Dept. of MBA