

High School Startup League Bootcamp in Collaboration with Masters' Union Business School 19/11/2024

BCM School, in partnership with Masters' Union Business School, successfully hosted the High School Startup League Bootcamp. This program was designed to spark entrepreneurial thinking among students and nurture their creativity in the world of business. The dynamic team from Masters' Union conducted an engaging masterclass that introduced students to strategies for transforming innovative ideas into impactful ventures. The workshop covered essential aspects of entrepreneurship, including business planning, market analysis, and product development. The event culminated in an exciting pitching session, where students confidently presented their innovative ideas.



A select group of students was chosen for the second round based on their promising concepts and outstanding presentations. The teams advancing to the second round included:

- **Team Innovators:** A group that presented an innovative eco-friendly packaging solution.
- **Team E-Connect:** A startup idea focused on bridging educational gaps through an interactive online platform for students and tutors.
- **Team HealthNet:** An idea aimed at promoting mental wellness through a mobile app providing personalized resources and counseling. These teams demonstrated exceptional creativity, business acumen, and problem-solving abilities during the pitching session. Their projects stood out for their potential social impact and innovative approaches, and they will now have the opportunity to refine their ideas and move forward with further mentorship and development.

The bootcamp provided an excellent platform for fostering leadership, critical thinking, and collaboration skills among the students, positioning them as future changemakers in the business world.

Counsellor's Meet at SRM University, Andhra Pradesh

9-11-2024

The team from BCM School attended the Counselor's Meet at SRM University, Andhra Pradesh. The event provided an excellent opportunity to explore the university's academic offerings and student culture. SRM University impressed with its well-maintained decorum and the dedication of its students toward academics. The campus environment reflected the institution's commitment to high academic standards and student development.



The university offers a diverse range of programs, including:

Engineering Program: A strong technical foundation with an emphasis on innovation, research, and industry exposure.

Liberal Arts Program: Focused on interdisciplinary learning, critical thinking, and creativity, preparing students for diverse career paths.

BBA Program: Provides essential business knowledge, supported by internships and industry interactions, ensuring students are job-market ready.

The team of academicians at SRM University, including Siva Yellampalli, Ranjit Thapa, Bharadhwaj Sivakumaran, Prof. C.V. Tomy, and Vishnupad Mishra, is highly respected for their research-driven approach and commitment to academic excellence. Their efforts in advancing cutting-edge research and strategic initiatives are noteworthy, further contributing to the university's reputation as a leading academic institution.

3. Health Awareness Session in Collaboration with Dayanand Medical College and Hospital

27/11/2024

BCM School, in collaboration with Dayanand Medical College and Hospital, organized a comprehensive health awareness session for the school faculty. The session emphasized the importance of early detection and preventive care, encouraging a proactive approach to health.



Renowned doctors, including Dr. Sandhya, Dr. Sheerin Shah, and Dr. Sunit Jain, were invited to deliver insightful talks. Their expert advice equipped the faculty with essential knowledge on various health concerns, empowering them to lead by example in promoting wellness within the school community. This initiative underscored the school's commitment to the overall well-being of its staff, fostering a culture of health-consciousness and preventive care.

4. Counsellor's Meet at KEDGE Business School, Mumbai

28/11/2024

Representing BCM School, Chandigarh Road, Ludhiana, at the Counsellor Meet hosted by KEDGE Business School, France, in Mumbai, was an enriching and insightful experience. The event marked the launch of KEDGE's association with Vijaybhommi University. KEDGE, widely recognized as one of the leading business schools, impressed attendees with its innovative approach to business education and its thoughtfully designed curriculum.



Professor San Diego (Vice President Kedge Business School, France) gave a detailed presentation about KEDGE's strategies and its new degree programs developed in collaboration with KPMG. The presentation highlighted the school's commitment to providing students with a global perspective on business education, focusing on practical, real-world applications. The partnership with KPMG is particularly exciting, offering students unique opportunities for internships and industry exposure.

The event also provided valuable insights into the global educational landscape, showcasing the various programs and opportunities offered by KEDGE. It was an excellent occasion for engaging with professionals from the education sector and exploring potential pathways for students to excel in the world of business education. The collaboration with Vijaybhommi University further expands KEDGE's reach, opening up avenues for students to pursue globally recognized degrees and gain international exposure.