

# IMSciences Business Fest '18

Business Fest is an academic cum fun event which takes place annually at IMSciences under the auspices of Startup Society, IMSciences. Business Fest '18 took place on Wednesday, December 5<sup>th</sup>, 2018 under the supervision of Sir Ali Abdullah. Mr. Emad Khan and Miss. Hooriya Khan led the Organizing team. Students of BBA, BS Accounting & Finance, BS Economics and BS Software Engineering participated in the event. Due to growing awareness and popularity of Business Fest in the region, IMSciences was honoured to host Mr. Taimoor Khan Jhagra, Finance Minister of Khyber Pakhtunkhwa (KP) as guest of honour.

Business Fest carries 20 Marks in "Introduction to Business", a subject taught in the first semester. Through this activity, students learn how to apply academic knowledge in the real world markets. Business Fest is an exercise of research, public speaking, teamwork, marketing, practicing theoretical knowledge and confidence building. These qualities contribute towards polishing people skills and business skills among the students at the Institute.

The elementary idea behind Business Fests is to provide students with an educational experience, combining theoretical and practical business knowledge. Resultantly this allows students of 1st semester to step up in the form of groups and conduct legal business activities of any sort for the limited time period of one day. The desirable outcome of it is for the students to attract as many customers as they can and convince them to buy their products or services. The budding entrepreneurs utilize their personal skills with the knowledge they have gathered through class room learning and other practical assignments.

The event was sponsored by Bank of Khyber (BOK), Careem, Sugar Plum, Food District, Cone Heads, FES and Shelton's Rezidor.

Around 50 stalls were arranged on the grand day. On average, each stall earned a revenue between Rs. 10,000 to Rs. 15,000.