

Indian School, al Ghubra

Department of Commerce

Business Presentation Contest for class XI students – Report

On the 15th and 16th November 2009, a Business Presentation Contest was held for the commerce students of



Class XI as a part of activity based learning. The students made an informative and creative power point presentation about a company of their choice followed by their own conclusion about the company. For this purpose, they carried out a small research to trace the origin of the company, its marketing strategies, financial highlights, advertisements, competitors, market share, etc.

There were 14 groups of 3 students each. The benefit of this contest was that it boosted the self-confidence and communication skills of the students.

