

ENTREPRENEURSHIP CLUB

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Introduction

The Entrepreneurship Club of SBS Swiss Business School branch Campus RAK, is instituted to create a dynamic community dedicated to fostering innovation, creativity, and entrepreneurial mindset among students. The main objective of the club is to cultivate an entrepreneurial spirit among our members, equipping them with the knowledge, resources, and mindset necessary to navigate the ever-evolving landscape of entrepreneurship. Thus, igniting a passion for entrepreneurship and empower students to transform their ideas into impactful ventures. Through a series of engaging workshops, inspiring guest lectures, and hands-on activities, we strive to provide a platform for our students to develop skills, expand their networks, and gain valuable insights into the world of business. The Entrepreneurship Club welcomes all students to embark on an exciting adventure of exploration, collaboration, and growth.

2022-2023 Business Idea Presentation Competition

The SBS Swiss Business School's Entrepreneurship Club's Business Idea Presentation competition was organized with great enthusiasm. With the main objective of providing a platform for aspiring student entrepreneurs to showcase their skills, gain experience, and receive recognition for their efforts. The event witnessed the active involvement of seven (7) talented participants in a display of creativity, innovation, and unraveling genuine ideas and innovative ventures by the participants on topics including "Smart Automation, Veterinary Clinics, Food Services, Courier services, Tourism, and Advertisement. Each participant delivered a compelling pitch, highlighting the feasibility, market potential, and social impact of their entrepreneurial endeavours. The presentations were evaluated by a panel of expert judges who assessed the participants based on criteria such as creativity, viability, and presentation skills. The winners of the Entrepreneurship Event are as follows:

	FIRST	SCORE	SECOND	SCORE	THIRD	SCORE
BUSINESS IDEA PRESENTATION	Summaya Abdul Munah	92.5	Richard Bart	86.5	Eva A. John	79.5

Other competitors in the event were Aesha Ridwana, Mohammad Fazal, Ahmed A. and Murtuza Khan.

Awards and Prizes

The Chairman of Al Tareeqah Management Studies (ATMS) and the SBS Swiss Business School branch campus has instituted "The Chairman's Award" to honour deserving students. Cash prizes of 1000 AED, 500 AED, and 250 AED, along with mementos and certificates of participation, were awarded by this scheme to the top ranking participants respectively.

Guest Speaker

Mr. Mohammed Hendy, Managing Director for SMB Real Estate and a networking specialist, was hosted as a guest speaker. He spoke on "**The Need to be Market Ready, Networking and The Cash Flow Quadrant.**" His featuring was to enable students have the benefit of engaging practically with an expert in business.

Event Crew

The students were motivated to participate in the organization of the event by taking responsibility of some key functions as shown below.

Convener	Mrs. Gulnara Tavsultanova.
Jury members	Mr. Mohib Ullah, Mr. Obed Asamoah
Time Keeper	Ms. Miriam Damak
Media Team	Abel Johnson, Meraj Muhammad Akram, Varun Parayil, and Natasha Lamri

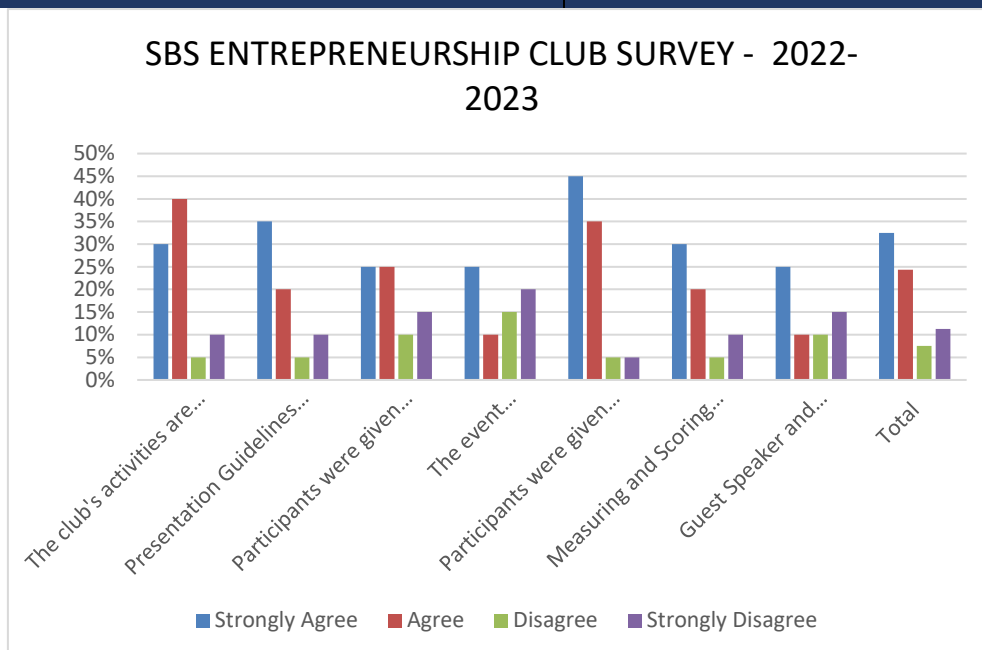
Feedback and Responses

The students and participants highly appreciated the event and rated it as a valuable development opportunity. They expressed their desire for such events to be consistent and regular, requested jury feedback after presentations, and suggested improvements to the reward system.

Although the positive feedback is resounding, the following are a few areas that could be improved to enhance the overall experience for participants and attendees in the next academic year.

SBS ENTREPRENEURSHIP CLUB SURVEY - 2022-2023

Indicators	Strongly Agree	Agree	Disagree	Strongly Disagree
The club's activities are well informing and aligned with students' developmental program	35%	40%	15%	10%
Presentation Guidelines were well spelt for participants	45%	20%	25%	10%
Participants were given ample time to prepare for competition	38%	25%	20%	17%
The event organizers/jury were skillful and displayed expertise	35%	40%	15%	10%
Participants were given adequate time for presentation	45%	35%	15%	5%
Measuring and Scoring Tools for competition were effective	40%	25%	18%	17%
Guest Speaker and Content were impactful	48%	33%	15%	4%
Awards and Prizes for competition were motivating	45%	40%	12%	3%
Total	32.50%	24.38%	7.50%	11.25%



Areas for Improvement

Based on the survey outcomes, the following have been noted as areas to be improved on for the club’s activities in the ensuing academic years.

Areas for improvements	Content Development, Presentation Structure, Visual Aids and Presentation Tools, Engaging Deliveries, Time Management, Q&A and Handling Challenges need to be improved
	Incorporation of more interactive elements, timely feedback and responses to presenters as well as audience involvement during the presentations to enhance the overall experience and create a more dynamic atmosphere.
	Improve on the guidelines and criteria for judging to ensure consistency and transparency in the evaluation process.
	Implementing a more comprehensive feedback system that includes individualized feedback sessions or written evaluations to provide specific areas of improvement for each participant.
	Improve on the award packages for future events
	Institute pre-event screening and practice sessions to enhance effectiveness
	Creation of event theme for next academic year

Conclusion

The Entrepreneurship club’s events were a grand success, providing platforms for participants to showcase their entrepreneurial spirit. The cash prizes, mementos, and certificates awarded to the winners serve as tokens of recognition for their outstanding performances. We extend our heartfelt congratulations to all the participants for their remarkable efforts and thank the judges, volunteers, and sponsors who made these events possible. We look forward to organizing more such events in the future to foster entrepreneurial skills among individuals.