



EDEC
BUSINESS
WEEK
2026

EDEC
THE BUSINESS SOCIETY | **masters'**
union

KRUX

BEYOND A FEST. BEYOND A CASE.



ABOUT

Department Of Professional Studies

Since its inception in 2002, the Department of Professional Studies has been established on a solid foundation of academic excellence, application-based learning and futuristic vision. The department, which is home to more than 2500 undergraduate and postgraduate students, provides students with an academic journey that is enhanced by our numerous professional body partnerships, a distinctive faculty team of seasoned academicians, practising professionals, collaborations with the industry and the internationally benchmarked curriculum with research opportunities, certificate courses, and a variety of cultural activities. The department offers students a vibrant and dynamic environment where they can develop into responsible, moral, and holistically developed individuals.





THE BUSINESS SOCIETY

EDEC - The Business Society at Christ University is a dynamic organization focused on nurturing entrepreneurial spirit and fostering innovation among students and professionals. EDEC hosts a range of impactful events and programs to create awareness about entrepreneurship and provide valuable resources to aspiring entrepreneurs.

EDEC's flagship event, the **EDEC Business Summit**, is a premier gathering that brings together industry leaders, entrepreneurs, and students to explore the nuances of entrepreneurship. With a robust attendance of over 3,000 participants, the summit features engaging speaker sessions, panel discussions, networking opportunities, and an impressive lineup of speakers from diverse backgrounds, including renowned entrepreneurs, industry experts, and influential personalities.

EDEC is the official organizer of **TEDxChristUniversity**, Asia's largest university-level **TEDx** event. This platform fosters innovative ideas and insights, featuring renowned speakers and thought leaders. **EDEC's** dedication to **TEDx** reflects its commitment to nurturing intellectual discourse and inspiring transformative change within the university community.





The **EDEC Business Week** is a dynamic, multi-day engagement platform designed to immerse students in the real-world workings of business, entrepreneurship, and leadership. Through a carefully curated mix of workshops, competitions, speaker sessions, corporate interactions, and experiential activities, it bridges classroom learning with industry application, fostering strategic thinking, creativity, and hands-on problem-solving.

Throughout the week, participants engage in skill-building masterclasses, case-based challenges, startup simulations, exhibitions, and interactive discussions. These experiences help students explore emerging business trends, understand market realities, and develop essential competencies across domains such as management, technology, finance, and innovation.

Over the years, EDEC Business Week has been enriched by insights from accomplished entrepreneurs and industry leaders, including **Nithin Kamath, Kunal Shah, Anupam Mittal, Chandubhai Virani, and Siddharth Dungarwal**, who shared practical lessons on resilience, scaling ventures, and building sustainable organizations.

The week has also featured valuable perspectives from professionals such as Prashant Pitti, Shradha Sharma, Vimal Kedia, and Chandrashekhar Ghosh, offering insights into leadership, innovation, and inclusive growth.

More than a series of events, EDEC Business Week is an immersive learning journey that empowers students to experiment with ideas, collaborate with peers, engage with industry leaders, and gain clarity on their professional aspirations—shaping confident, future-ready leaders equipped to thrive in business and entrepreneurship.

KRUX

In collaboration with **Masters' Union**, KRUX presents an immersive case study X Business fest hybrid competition designed to simulate real-world business scenarios. This event challenges participants to step into the role of decision-makers, offering a platform to develop strategic thinking, innovative problem-solving, and collaborative skills.

Participants will tackle multi-faceted problems, craft actionable solutions, and engage in critical analysis across key domains: like **Business Commerce, Finance, Strategy, Human Resources (HR), Public Relations (PR), Marketing**

KRUX isn't just a competition; it's a platform for growth and transformation, where participants gain insights from industry leaders and experts, collaborate as a team, and showcase their skills in solving real-world problems.



STRUCTURE AND FORMAT

Team Structure

- **Members:** Participants may compete individually or in teams of up to three, encouraging collaboration and creativity.
- **Teamwork & Presentation:** Teams will analyze real-world problems, develop strategic solutions, and present their ideas cohesively.

Event Format

- **Prelims – Online Case Study Round:** Teams compete in a rigorous online case study. Only the highest-scoring teams qualify for the on-campus finals.
- **Finals – The KRUX Experience (On-Campus):** Finalists tackle one evolving case through multiple live, business-fest style rounds, with eliminations after each stage.
- **Final Presentation:** Only the top surviving teams earn the opportunity to present their final strategy before Master Union judges.



EVENT TIMELINE

20th Jan	Registrations Open
23rd Jan	Case Released
10th Feb	Submission Deadline
11th Feb	Results Announced & Round 2 Case Released
18th Feb	Main Event (Final Round)



Why Participate?

- **Real-World Simulations:** Engage with scenarios based on real-life challenges across multiple business domains.
- **Collaborative & Competitive:** Work in teams to craft innovative strategies while competing against top talent.
- **Expert Feedback:** Present your solutions to industry leaders and gain valuable insights.
- **Networking Opportunities:** Build connections with experts, peers, and industry professionals.

GUIDELINES

- **Team Composition:** Teams must have 1 to 3 members, and cross-college teams are allowed.
- **Registration and Payment:** Register and make payments via the UNSTOP platform; QR code provided.
- **Event Platform:** Rounds, activities, and submissions will be conducted on UNSTOP, with results published there.
- **Communication:** Updates will be sent to participants' registered emails after qualification.
- **Guidelines for Participation:** Adhere to event rules and ethical conduct; violations may lead to disqualification.
- **Judging Criteria:** Evaluation will be based on creativity, problem-solving, and overall presentation.
- **Prizes and Recognition:** Prizes, certificates, and potential internship opportunities will be awarded to top teams.
- **Timeline:** Follow the structured timeline for all rounds; late submissions may be disqualified.
- **Support and Assistance:** A support team will assist with any technical or event-related queries.

REGISTER NOW



Scan or click the QR code to register.

For any queries, reach out to us at edec@christuniversity.in

Connect with Us!

Whether you have questions, feedback, or need more information about our events and initiatives, feel free to get in touch.

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