

Get set for floating B-school fest finale

Bangalore Mirror presents Cranium 2013 where the finalists will contest on the sea en route to Singapore, Phuket and Langkawi

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Ever thought of participating in a college fest while sailing on the sumptuous blue ocean? BANGALORE MIRROR presents Cranium 2013, a first of its kind of B-School fest, where the students of India's top business schools will gather together to test their mettle against each other. And after the nerve wracking prelims, the grand finale will take place on the sea in a plush cruise that will sail to Singapore, Phuket and Langkawi.

Though it might sound tempting, the fest that is organised by CMS Business School, Jain University, promises to blend pleasure with strict business. The sole objective of the fest is to find the finest MBA aspirants who top all the four verticals of business world --

and operation skills.

The prelims are scheduled on October 21 and 22 at CMS B-School. Following the prelims, the finals will be held between November 15 and November 19 on the cruise. With over 50 colleges participating for the coveted prize, the fest promises to be a keenly contested affair. "We have roped in some of the best judges to have a fair evaluation," said Rahul A Jain, one of the organisers.

He also said that to maintain transparency, the organisers are keeping out of the contest.

The event is the brainchild of the dean of Jain University, according to the organisers. Dinesh Neelkant, dean of CMS Business School, said, "We have always encouraged our students to take risks and think big. We wanted to redefine the concept of management fest and Cranium is a result of that." He added that the fest aims to

test the abilities of management students at the highest level and give them a platform to showcase their skills and reach the peak of management performance.

"This is the first edition of Cranium and we are going for an overseas finale. Not just that, during programmes, we want to expose students to the social issues of today and hence we have tied up with an NGO," said Manjushri Shenoy, a second year MBA student and an organiser.

As the main attraction is the finale in the cruise, the organisers expect it to be one of the best fests with tough competition.

"We have raised the difficulty level of the competition so that only the toughest and the smartest can claim the top honour. We hope the fest is going to be a grand success," added Varun Aggarwal, another student organiser.



Prelims on Cranium 2013 will be held at CMS B-School. The contest aims to find the finest MBA aspirants who top all the four verticals of the business world