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B'lore B-school fest hits high seas

TIMES NEWS NETWORK

Bangalore: Inter-collegiate fests are sailing uncharted waters, with MBA students of Jain University — CMS Business School all set to hold their event onboard a cruise liner.

ON A CRUISE SHIP

Cranium, the management fest, is expected to draw participants from around 50 B-schools across the country. Following the prelims at its JP Nagar campus on Oct. 21 and 22, the finals will be held on a cruise liner, travelling from Singapore to Langkawi and Phuket. Around 175 students are likely to be on the

cruise for over four days and five nights in November.

The fest will have events for the best manager, a business quiz and others involving marketing, finance, human resources and operation skills. The theme is 'bubble burst'. "We wanted the fest to be different from others and the cruise idea was completely out of the box. We're designing events too accordingly," said Manjushri Shenoy, student co-ordinator of the event.

Dinesh Neelkant, dean, CMS Business School, "We've supported our students to take risks and think big. We wanted to redefine the concept of a management fest and Cranium is a result of that. It has a successful track record."