

## CRANIUM-2019

Cranium is an annual International Management fest conducted by CMS Business School, Jain (Deemed-to-be University), Bengaluru.

This year the Cranium-2019 preliminary rounds were held on 18 and 19 of October 2019 at CMS Business School campus in Bengaluru. The final round will be held in Turkey from 7 to 14 November 2019. The inauguration of the event was held on 18 October 2019. Dr. Charles M Savage, President and Mentor, Knowledge Era Enterprises, Inc, Munich, Germany was the chief guest of the event. The MCs for the complete event was taken care by Dr. Sahana Madan.

Cranium – 2019 witnessed participation from 42 colleges from across the country, 57 teams were registered for participation.

### **Day 1: 18<sup>th</sup> October 2019**

The Inauguration was started with invocation song by the students' cultural team, followed by invocation dance by Dr. Shweta Harsha & Students Team. Meanwhile the Participants did the honor by lighting the lamp.

The welcome address was given by Dr. Dinesh Nilkant, Director, CMS Business School, the inaugural address was done by Dr. Harold Andrew Patrick, Dean, CMS Business School and the Speech by Guest of honor was given by Dr. Charles M Savage, President and Mentor, Knowledge Era Enterprises, Inc, Munich, Germany. The Cranium – 2019 trophy was unveiled by participants. Inauguration was graced by all area chairs, faculties, students and participants.

Post inaugural session, participants from other colleges were briefed to proceed to specified rooms for their respective events. And the verticals rounds started by 11:30 AM.

These verticals were divided into three categories, viz., 1. Core Verticals, 2. Non-Core Verticals and 3. Cultural rounds.

1. Core Verticals included: Finance, Marketing, HR, Best Manager, Best Entrepreneur and Synergy
2. Non-Core Verticals included: Business Quiz, Photography and CSR
3. Cultural rounds Included: Rock Band, Group Dance, Beat Boxing, Street Battle and Cranium Idol

All core and non-core verticals had four rounds of competition and elimination of participants started only after second round.

On the day one, all verticals have successfully completed two rounds and a night task was given to participants by all the verticals.

### **Day 2: 19<sup>th</sup> October 2019**

The second day had an early start, wherein most of the events were started between 8:00am and 8:30am. Most of these rounds were industry driven with live cases and the events were judged by employees of the involved companies, which were appreciated by participants.



Pre-lunch, the Business Quiz final round was conducted on the main stage. The final Quiz Round was conducted by the quiz master Mr. Venkateshwar Srinivasan. Post lunch, on the main stage, Best Manager round was concluded. The Synergy final round followed the best manager round on the main stage and the best teams were selected.

After the synergy round, the valedictory ceremony, the prizes were distributed for all preliminary round winners and runners-up by respective event vertical heads and the dean. The selection list for final event of Cranium-2019 at Turkey was announced followed by cake cutting by the dean and all Cranium - student committee members, which concluded the preliminary rounds of Cranium- 2019. The selected colleges for the final round were: XIME Bengaluru, NMIMS Mumbai, Christ DU Bangalore

### **Cranium Grand Finale 2019**

Cranium, the annual International Management fest conducted by CMS Business School, Jain (Deemed-to-be University), Bengaluru held its grand finale at Cappadocia, Turkey on 10 November 2019.

The finalists from XIME, Bengaluru, NMIMS, Mumbai and Christ University (Deemed-to-be University), Hosur Road, Bengaluru, selected after the preliminary rounds in October, along with the faculty members and students of CMS flew to Turkey on 7<sup>th</sup> with a stopover at Istanbul before heading to Cappadocia. The grand finale was held in the Banquet Hall at Crystal Kaymakli Hotel & Spa, Cappadocia.

The finals were based on the two rounds – Case study and Presentation, for which the finalists competed with enthusiasm and vigor with **XIME, Bengaluru** emerging as the winners. Mr. Rishav Jha and Mr. Karan Gandhi were handed over the Cranium Trophy.

The panelists for both the rounds were Faculty members from CMS Business School. A magic show put up by CMS B School student Mr. Pranai Reva had the audience spell bound. The Faculty Coordinators along with the students of the Organizing Committee had made all the arrangements for the event. Overall, the Grand Finale of Cranium 2019 was a grand success.



