

## Badging Ceremony for MiG Dynamos

### Report on Badging Ceremony for MiG Dynamos

<b>Date</b>	March 15, 2023
<b>Time:</b>	01:15 PM to 02:30 PM
<b>Venue:</b>	Seminar Hall -2
<b>Section:</b>	Core Marketing Sections ( CM1, CM2, CM3 & CM4)
<b>Batch:</b>	MBA Batch 2022-24
<b>Semester:</b>	II
<b>Guest/Speaker/ Sponsor Name:</b>	NA
<b>Guest/Speaker Designation</b>	NA
<b>Guest/Speaker Contact No &amp; Email Id:</b>	NA
<b>Guest/Speaker Company/ Institute Name:</b>	NA
<b>Faculty Coordinators Name:</b>	Prof. Anurag Jain, Dr. Vishal Soodan, Dr. Trupti Dandekar
<b>Topic:</b>	MiG Badging Ceremony for MiG Dynamos
<b>Moderator (if any)</b>	Shruti Chandrashekhar, Megha Sah, Bhumika Oza
<b>No. of Attendees</b>	21
<b>Feedback:</b>	YES
<b>Brochure: (if any)</b>	YES
<b>Budget of the Program (if any):</b>	YES
<b>Revenue Collected: (if any)</b>	None

## Badging Ceremony for MiG Dynamos

### 1. Introduction:

MiG club has conducted an event ‘MiG MindBend’ designed to test the marketing knowledge & awareness of students. The two set of activities have been designed for ‘MiG MindBend’. The event has been delivered to all section of MBA 2022-24 batch.

### 2. Venue (Outside/Inside the campus): Inside the Campus

### 3. Program Objectives:

- a. To build a culture based on ‘passion for marketing, among students of the Business School
- b. To engage beyond class room sessions in experiential learning
- c. To gather the zeal of marketing enthusiasts and channelize it through relevant and diversified activities
- d. To create visibility of your commitment towards ‘learning by doing’
- e. To coordinate and invite industry bodies to participate in the various activities conducted by the MiG Club

### 4. Relevance to PO, Relevance to PEO and PSOs

<b>PO</b>	<b>Program Objective (PO)</b>
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
<b>PSO</b>	<b>Program Specific Objective (PSO)</b>
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

## **Badging Ceremony for MiG Dynamos**

**5. Activity Overview:** MiG Badging ceremony is the event designed and executed for the dynamos of newly inducted batch of MBA (2022-24). The event included an oath & badging ceremony for all the new dynamos. The event was organised to familiarise the participants with their roles and responsibilities and also to develop an understanding about the MiG as team.

**6. Speaker's Profile:** NA

**7. Summary and Key Learnings of the session:**

Some of the key learnings include:

- a) Introduction to the roles and responsibilities of MiG club.
- b) Identification of the strengths of each dynamo and allocating a task to them.

**8. Participant details:** Students of MBA Batch 2022-24

**9. Details of Winners:** - NA

**10. Details of Runner Ups:** NA

**11. Details of the judges (if applicable):** - NA

### Badging Ceremony for MiG Dynamos

#### 12. Attendance records:

Name of Participant	USN	Section
Siddharth	22MBAR0393	CM2
Prabhuling Mathad	22MBAR0431	CM2
Tushar Kothari M	22MBAR0956	CM2
Shashidhar	22MBAR0300	CM4
Rashi Jain	22MBAR0773	Cm1
Mohammed Shamil	22MBAR0499	CM3
Bhumika oza	22MBAR0947	Cm2
Vishnu Suresh K	22MBAR0497	CM1
Ashish Sethia	22MBAR0723	CM2
Theja	22mbar0596	Cm2
Minal Mehta	22MBAR0451	Cm3
Mansi	22MBAR0491	CM4
Jason Chacko Jose	22MBAR0517	CM1
Kishan Nagesh Shanb	22MBAR0733	CM 4
Meghana	22MBAR0896	CM3
Rajan Kumar yadav	22MBAR0622	CM1
Anit	22MBAR0471	CM2
Megha Kumari Sah	22MBAR0631	CM2
Avni Nemani	22MBAR0678	cm1
Aswin Raj	22MBAR0446	CM4
Ranveer Pal Kharband	22MBAR0946	CM2

### Badging Ceremony for MiG Dynamos

## 13. Participants' Feedback, Feedback Analysis, and Attainment Calculation: Yes (Separate Excel sheet attached)

Serial No.	19	Map your Questions to POs use reference of 08/10/19										
PO and Objective Mapping Table												
Objectives	Marketing Club Activity	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS01	PS02	PS03	
	<b>Questions Maped to POs</b> <small>Feedback questions should appear below based on Objectives</small>	PO1 - Apply knowledge of management and practice to solve business problems	PO2 - Develop analytical and critical thinking abilities for data-based decision making	PO3 - Understand, analyze and communicate global, economic, legal and ethical context	PO4 - Identify and apply trans-disciplinary tools and techniques for projects and solving problems	PO5 - Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment	PO6 - Incubate entrepreneurial mindset for sustainability	PO7 - Exhibit value-based leadership for Excellence	PS01 - Demonstrate effective response to industry challenges by applying an essential skill set on techniques for sustainability	PS02 - Represent the complex & efficient of Indian Business to secure global reputation	PS03 - Develop a holistic thinking & responsiveness for self-sufficiency	
to build a culture based on passion for marketing, among students of the business school	The activity was interactive and included all participants well	P01	P02						PS01		P01P02 PS01	
engage beyond class room sessions in experiential learning to gather the zeal of marketing enthusiasts to harness it through relevant and diversified activities	The activity enhances my understanding of marketing	P01	P02	P03					PS01	PS02	P01P02 P03 PS01P02	
to create visibility of your commitment towards learning by doing	The activity has been well organized					P05		P07			P05P07	
coordinate and invite industry bodies to participate in the various activities	The activity required me to apply classroom theory into action	P01	P02	P03	P04				PS01	PS02	P01P02 P03 P04 PS01P02	
The judges were fair in their assessment	The event has helped me in finding a connect with industry bodies/practitioners	P01					P06	P07	PS01	PS02	P01P06 P07 PS01P02	
Overall the activity has helped me in understanding how to practice marketing	The judges were fair in their assessment					P05		P07			P05P07	
	Overall the activity has helped me in understanding how to practice marketing	P01	P02	P03	P04	P05			PS01	PS02	P01P02 P03 P04 P05 PS01P02	

Questions to Map Pos	Wt Score	5 4 3 2 1					Wt. Score	Max score	%age
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
The activity was interactive and included all participants well	P01 P02 PS01	15	4	0	0	2	93	105	89%
The activity enhances my understanding of marketing	P01 P02 P03 PS01PS02	13	4	2	0	2	83	105	85%
The activity has been well organized	P05 P07	14	5	0	1	1	93	105	89%
The activity required me to apply classroom theory into action	P01 P02 P03 P04 PS01PS02	10	8	0	0	3	85	105	81%
The event has helped me in finding a connect with industry bodies/practitioners	P01 P06 P07 PS01PS02	10	5	2	0	4	80	105	76%
The judges were fair in their assessment	P05 P07	10	8	1	0	2	87	105	83%
Overall the activity has helped me in understanding how to practice marketing	P01 P02 P03 P04 P05 PS01PS02	11	6	1	0	3	85	105	81%

## Badging Ceremony for MiG Dynamos

MARKETING WITH ANVITY											Captured By	Total Attainment Score	Level Achieved
POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10			
PO1	83%	85%		81%	76%						01/02/04/05	83%	3
PO2	83%	85%		81%						83%	01/02/04	84%	3
PO3		85%		81%						83%	02/04	83%	3
PO4				81%						83%	04	82%	3
PO5			83%			83%				83%	03/04	85%	3
PO6					76%						02	76%	3
PO7			83%		76%	83%					01/02/04	83%	3
PSO1	83%	85%		81%	76%						01/02/04/05	83%	3
PSO2		85%		81%	76%						02/04/05	81%	3
PSO3													

### 14. Proposals for the Event/Programme:

Date: 02-March-2023

For Programme Coordinator kind approval

Dear Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

An MiG Activity on the topic **Badging Ceremony for MiG Dynamos** is proposed. The central theme of the activity is to help Marketing Students to develop their knowledge & skills in the various sub-domains of marketing through various activities, competitions, role plays, simulation exercises, presentations and case study discussions so that students become well equipped and confident to face the challenges in their career and be industry ready.

The details are as follows:

Title of the MIG Activity: **Badging Ceremony for MiG Dynamos**

Duration: **100 mins.**

Resource person/ Judges: NA

Expected participants: **35**

Kindly approve the same.

Thanks

Regards,

Faculty Coordinator,  
Marketing  
Signature

Program Coordinator  
Approval Authority  
Signature

### Badging Ceremony for MiG Dynamos

#### 15. Minutes of Meetings:

<b>Meeting Title</b>	MiG Marketing Club Meeting	
<b>Date of Meeting</b>	04-March-2023	
<b>Meeting Venue</b>	Marketing Lab LH 301	
<b>Meeting Agenda</b>	Organizing Badging ceremony for MiG Dynamos	
<b>In Attendance</b>	Name	Title/Department/Organization
1	Dr. Anurag Jain	Faculty Coordinator, MiG
2	Dr. Vishal Soodan	Faculty Coordinator, MiG
3	Dr. Trupti Dandekar	Faculty Coordinator, MiG
4	Ashish Sethia	Student Coordinator
5	Tushar Kothari	Student Coordinator
<b>Key Meeting Outcomes</b>		
	<ul style="list-style-type: none"> <li>• MiG Club has to organize Oath &amp; Badging Ceremony for newly inducted MiG Dynamos.</li> <li>• The event has to be designed to introduce participants with MiG club and brief them about their roles and responsibilities as a part of club.</li> <li>• MiG Coordinators required to make necessary arrangements and preparations.</li> </ul>	
<b>Action Plans, if any (along with the First Person Responsible)</b>		
	<ul style="list-style-type: none"> <li>• Dr. Anurag Jain has to call the meeting of Student Coordinators to organize the event.</li> <li>• All the marketing faculty members needs to be invited for the event.</li> <li>• All Core Marketing Sections can take part in the event.</li> </ul>	

## Badging Ceremony for MiG Dynamos

### 16. Budget:

To,

The Directors/ Dean for kind approval

**Sub:** Budget for “MiG Marketing Champs”

MiG club is organizing **Badging Ceremony for MiG Dynamos** on March 23, 2023 at Seminar Hall- 2 of CMS Business School, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru.

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Designing and printing of Poster	1	100
2	Oath Document	40	500
3	MiG Badges	50	2500
		TOTAL	3100

Total in Words: Rupees Three Thousand One Hundred only

Director/Dean, kind approval is requested for conducting the ‘Badging Ceremony of MIG Dynamos, and incurring the expenses Fifteen Thousand only towards the same.

The Faculty Coordinator of MiG has recommended this proposal.

Kind Regards,

Faculty Coordinator,  
Marketing  
Signature

Dean  
Approval Authority  
Signature

Director  
Approval Authority  
Signature



## Badging Ceremony for MiG Dynamos

### 17. Trailing Emails/communications:

Invite for Oath & Badging Ceremony of MiG Dynamos Inbox x



**CMS Business School** <bschool@cms.ac.in>

Tue, Mar 14, 12:47 PM

to 2022-24, Sangeeta, me ▾

Dear Core Marketing Students,

Greetings from *Marketing Area and MiG Club*.

We cordially invite you to the *Oath and Badging Ceremony* of the **MiG Dynamos** selected from your batch.

Date & Day: March 15, 2023 (Wednesday)

Time: 01:15 PM

Venue: Seminar Hall - 02

Alongwith this the announcement of result and certificate distribution will be done for the last MiG event (MiG Mindbend).

*Looking forward to your presence at the event.*

*Thanks*

Regards,

Team MiG

CMS Business School

## Badging Ceremony for MiG Dynamos

### 18. Poster of Event:



The poster features a dark blue background with a central graphic of a white triangle containing a stylized 'MiG' logo and the text 'Marketing Interest Group'. The main title 'Badging Ceremony for MiG DYNAMOS' is prominently displayed in the center. The event details, including the date, time, cohort profile, and venue, are listed at the bottom. The design is accented with yellow stars and decorative lines.

**JGi JAIN** | CMS  
DEEMED-TO-BE UNIVERSITY | BUSINESS  
SCHOOL

**MiG**  
Marketing Interest Group

**Badging  
Ceremony  
for  
MiG DYNAMOS**

**Date:** 15<sup>th</sup> March 2023 | **Time:** 01:15 PM

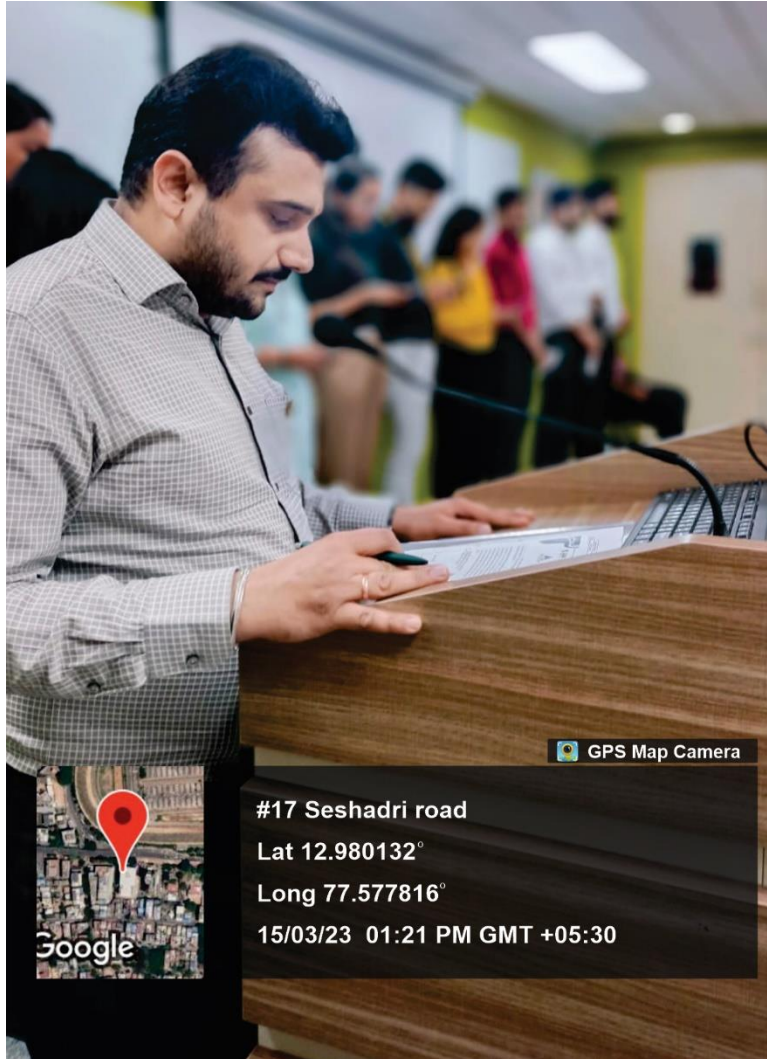
**Cohort Profile:** MBA Batch 2022-24, 2<sup>nd</sup> Semester  
All Sections of Core Marketing

**Venue:** Seminar Hall - 2  
CMS Business School, JAIN (Deemed-to-be University)

bschool.cms.ac.in

## Badging Ceremony for MiG Dynamos

### 19. Pictures for the Event:

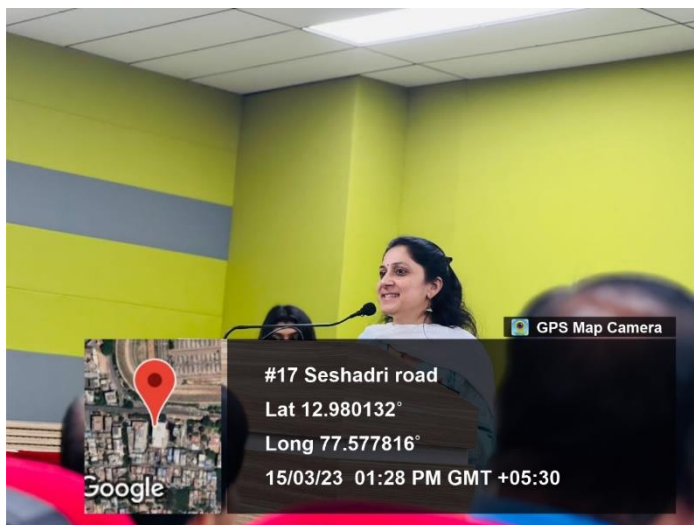


**Fig: 1.1** Badging Ceremony for MiG Dynamos, Dr. Anurag Jain administering the Oath for Dynamos, MiG event, held on March 15, 2023. (Batch and Event: 2022-24; Programme: MBA; Semester: II)

### Badging Ceremony for MiG Dynamos



**Fig: 1.2** Badging Ceremony for MiG Dynamos, Distribution of MiG badges to the MiG Dynamos, during MiG event held on March 15, 2023. (Batch and Event: 2022-24; Programme: MBA; Semester: II)



**Fig: 1.3** Badging Ceremony for MiG Dynamos, Dr. Sangeeta Devanathan Area Head-Marketing sharing her remarks, during MiG event held on March 15, 2023. (Batch and Event: 2022-24; Programme: MBA; Semester: II)

## Badging Ceremony for MiG Dynamos



*Fig: 1.4 Badging Ceremony for MiG Dynamos, Group picture of Team of MiG Dynamos, during MiG event held on March 15, 2023. (Batch and Event: 2022-24; Programme: MBA; Semester: II)*

### Faculty Names:

**Dr. Sangeeta Devanathan**  
**Dr. Vishal Soodan**  
**Dr. Anurag Jain**  
**Dr. Trupti Dandekar**

### Student Names:

**Ashish Sethia**  
**Tushar Kothari.**  
**Shruti ChandrashekharDr**