

MiG EQUINOX-2020-21

Date	16-09-2021
Time:	8:45 AM to 12:15 PM
Venue:	Seminar Hall 3, CMS BUSINESS SCHOOL
Online/Offline	Offline
Section:	CM, MHR & MF
Batch:	2020-22
Semester:	III
Guest/Speaker Name:	Dr. Kalavathy KS, Dr. Vishal Soodan
Guest/Speaker Designation	Associate Professor, Assistant Professor
Guest/Speaker Contact No & Email Id:	dr.kalavathy@cms.ac.in , dr.vishalsoodan@cms.ac.in
Guest/Speaker Company/ Institute Name:	CMS Business School, JAIN (Deemed-to-be Univeristy)
Faculty Coordinators Name:	Prof. Anurag Jain, Dr. Bikash Debata, Dr. Govindaraj M.
Topic:	MiG EQUINOX
Moderator (if any)	Kousic Sivarama, Shivani Modani
No. of Attendees	36
Feedback:	YES

1. Introduction:

On 16th of September 2021, the Marketing Interest Group (MiG) conducted an event for the Students of 3rd semester from the Core Marketing, Marketing Finance and Marketing Human Resource Sections. The event was to bring the students to work together and to come up with a new Ad campaign of the given brand/ company. All the students were formed into teams where each team consisted of 5 participants. The event had 2 activities, in which the 1st activity was an Ice Breaker activity called as “Knock Knock! Who is this?” The 2nd activity was the main event where each team was given a brand/ company and the team members were asked to come up with a creative Ad campaign of the product of their choice of the given brand and perform on the stage. The overall time given for the main activity was 35 minutes.

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2. Venue (Outside/Inside the campus):

Seminar Hall 3, CMS Business School, Jain University.

3. Program Objectives:

PO1	Foster learning through accumulation of knowledge.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop value based leadership.
PO5	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO6	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
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

4. Activity Overview:

Participants were formed into teams where each team consisted of 5 participants. The event had 2 activities, in which the 1st activity was an Ice Breaker activity called as “Knock Knock! Who is this?” The 2nd activity was the main event where each team was given a brand/ company and the team members were asked to come up with a creative Ad campaign of the product of their choice of the given brand and perform on the stage. The overall time given for the main activity was 35 minutes.

5. Judges of the Event:

The Judges for this event were Dr. Kalavathy and Dr. Vishal Soodan having an exceptional career behind them and now being entered into academic teaching career. Along with the Mentors Prof. Anurag Jain, Dr. Bikash Debatra and Dr. M. Govindaraj, the Dynamos (volunteers) for this event were Shivani Modani, Billa VV Sivarama Kousic, Titli Banerjee, Guna Sai, Ashik Paul, Neha S Kumar, GLV Rohit, and Punith.

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6. Summary and Key Learnings of the session:

Participants have open up themselves and interacted with their new batch mates.

The ice breaker activity has helped participants in learning the importance of time in executing the tasks.

The main activity has allowed them to brainstorm the given marketing idea with the team and present the developed marketing strategy by demonstrating an effective communication skills & team work.

7. Participant details:

The event was attendant by participants from section CM, MHR & MF. For details please refer to the attendance attached herewith.

8. Details of Winners (if applicable):

Winners- Team 2 Reebok

1. Anirud N
2. Karthik
3. Sachin
4. Prajeet Rajendra

Runners- Team 4 Britannia

1. Deepika
2. Ashwin
3. Venkata Sai Hasini
4. Chandana V
5. Santhosa Holla

- ### **9. Details of the judges (if applicable):** Dr. Kalavathy KS, Dr. Vishal Soodan

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10. Attendance records:

Sl No.	Name	USN	Email	Section
1	Deepika	20MBAR0334	Deepika_j20@cms.ac.in	FM
2	Manish.r	20MBAR0343	Manish_20@cms.ac.in	CM2
3	Mohammed safwan	20MBAR0510	mohammed_safwan20@cms.ac.in	CM2
4	Harsh Raj	20MBAR0529	Harsh_raj20@cms.ac.in	CM1
5	AMIT SHARMA	20MBAR0335	amit_sharma20@cms.ac.in	CM1
6	Moin Sadiq	20MBAR0585	moin_s20@cms.ac.in	CM2
7	Divya Nayak	20MBAR0638	divya_nayak20@cms.ac.in	CM2
8	Surya Narayanan	20MBAR0566	Surya_n20@cms.ac.in	CM1
9	Praja V	20MBAR0348	praja_v20@cms.ac.in	CM2
10	Karam Rohith	20MBAR0641	Karam_rohith20@cms.ac.in	CM2
11	Shruthi R	20MBAR0257	shruthi_r20@cms.ac.in	FM
12	Santhosh holla V M	20MBAR0219	Santhosh_holla20@cms.ac.in	FM
13	KURUBA NITHEESH KUMAR	20MBAR0246	nitheesh-kuruba20@cms.ac.in	FM
14	Shivani Modani	20MBAR0326	shivani_modani20@cmd.ac.in	CM2
15	N. Priyanka	20MBAR0026	priyanka_n20@cms.ac.in	MHR
16	Darisha Siva Krishna Guna Sai	20MBAR0569	darisha_s20@cms.ac.in	FM
17	G LakshmiVenkataRohith	20Mbar0344	Lakshmi_venkata20@cms.ac.in	CM2
18	Prachi Goyal	20MBAR0232	prachi_g20@cms.AC.in	CM1
19	Grishma pagaria	20MBAR0413	Grishma_p20@cms.ac.in	CM2
20	mohammad safwan	20mbar0510	mohammadsafwan20@cms.ac.in	CM2
21	sreeguru	20mbar0358	sreeguru_en20@cms.ac.in	CM2
22	aafaque	20mbar0272	aafaque_m20@cms.ac.in	CM1
23	Anirudh	20mbar0043	anirud_n20@cms.ac.in	CM2
24	karthik	20mbar0324	karthikm20@cms.ac.in	CM1
25	Prajeeth	20mbar0449	prajeeth_r20@cms.ac.in	CM2
26	Sachingurkar	20MBAR0256	sachingurkar_g20@cms.ac.in	CM1
27	Umeear	20mbar0343	umear_nizam20@cms.ac.in	CM2
28	V Venkata Sai Hasini	20mbar0242	venkata_vsh20@cms.ac.in	FM
29	Prayash	20mbar0409	Prayash_d20@cms.ac.in	MHR
30	Harsh Raj	20mbar0529	harshraj_20@cms.ac.in	CM1
31	Siddalingayya	20mbar0270	siddalingayya_m20@cms.ac.in	CM2
32	Chandana V	20mbar02214	Chandana_v20@cms.ac.in	CM2
33	Shruthi	20mbar0257	shruthi_r20@cms.ac.in	MHR
34	Uttej	20mbar0256	uttej_t20@cms.ac.in	MHR
35	Madan Ms	20mbar0400	madanms_20@cms.ac.in	MHR
36	Nitheesh	20mbar0246	notheesh_kuruba20@cms.ac.in	MHR

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11. Participants' Feedback, Feedback Analysis and Attainment
Calculation: Yes

	Wt Score4	5	4	3	2	1			
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Wt. Score	Max score
The Activity was interactive and included all participants well	PO1 PO2 PSO1PSO2	5	13	9	9	0	36	122	180
The Activity enhanced by understanding of Marketing	PO2 PSO1	9	12	10	5	0	36	133	180
The Activity was conducted well	PO5 PSO2	8	11	7	10	0	36	125	180
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	11	7	7	11	0	36	126	180
The Judges were fair in their assessment	PO4 PO6 PSO1	9	8	9	10	0	36	124	180
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	7	17	3	9	0	36	130	180
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	14	9	3	10	0	36	135	180

Attainment Calculation:

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Captured By	Total Attainment Score	Level Achieved
PO1	68%							Q1		
PO2	68%	74%					72%	Q1 Q2		
PO3				70%				Q4		
PO4					69%			Q5		
PO5			69%					Q3		
PO6					69%			Q5		
PO7				70%		72%		Q4 Q6		
PSO1	68%	74%		70%	69%	72%		Q1 Q2 Q4 Q5 Q6	71%	3
PSO2	68%		69%			72%		Q1 Q3 Q6	70%	2
PSO3				70%				Q4	70%	3

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12. Proposals for the Event/Programme:

Date: 07-09-2021

For Area Chair's kind approval

Dear Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

A MIG Activity on the topic **MARKETING INTEREST GROUP (MiG) MIG Equinox** is proposed. The central theme of the program 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: **MARKETING INTEREST GROUP (MiG) MIG Equinox**

Duration: **3 hrs**

Resource person/ Judges: Dr. Kalavathy and Dr. Vishal Soodan

Expected participants: **50**

Kindly approve the same.

Kind Regards

Faculty Coordinator

Area chair

Approval Authority

Approval Authority

Signature

Signature

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13. Minutes of Meetings:

DATE: 11-09-2021

ROOM: 301, Marketing Lab

MEETING ATTENDED BY:

- MiG Mentors- Prof. Anurag Jain, Dr. Bikash Debata and Dr. Gonvindaraj
- MiG Dynamos

Discussion Points

- Discussion on the proposal submitted
- Date and Facilitator Details
- Budget and Approval by Area Chair
- Promotional Details- Brochure/ Poster
- Proposed date: 16-09-2021
- Venue: Seminar Hall 3
- Expected Participants: 50
- Title of the Activity: MiG Equinox
- Faculty Coordinator: Prof. Anurag Jain, Dr. Bikash Deabata, Dr. Govindaraj M.
- Discussing, finalizing and approval of activities and other details of the session with Area Chair.
- The club also decided to submit a budget for the approved proposal to the Director and Dean

SIGNATURES:

MiG Mentors	Prof. Anurag Jain, Dr. Bikash Deabata, Dr. Govindaraj M.
MiG Dynamo	
MiG Dynamos	Arpan Bakliwal Guna Sai Kaustabh Bhattacharya Kousic Sivarama Lakshmi Venkant Rohith Prachi Goyal Titli Benarjee

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14. Budget:

Date: 11-09-2021

For Director's kind approval

Dear Sir,

Sub: Application for Budget approval of Marketing Interest Group (MIG) Activity

A MIG Activity on the topic **MARKETING INTEREST GROUP (MiG) EQUINOX Event** is scheduled on **16-09-2021**. The central theme of the program 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: **MARKETING INTEREST GROUP (MiG) on EQUINOX event**

Duration: **3 hrs**

Resource person/ Judges:

Expected participants: **50**

The following are the expected expenses for the same.

Sl	Details	Amount in Rupees
1	Amount to be paid to the resource person	Rs. 0
2	Other related expenses, including snacks, Tea, Memento, (for judges and winners), Stationeries, etc.,	Rs. 2000
	Total	Rs. 2000

Kindly approve the same.

Kind Regards

Faculty Coordinator

Area chair

Approval Authority

Approval Authority


Signature

Signature

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15. Trailing Emails/Communications: Yes (Attached)

Re: **MiG EQUINOX** 2021 | September 16, 2021 External Inbox x

 **Anurag Jain** <anuragjain@cms.ac.in>
to Anantha, Bikash, Govindaraj ▾ Wed, Sep 15, 1:52 PM ☆ ↶ ⋮

Dear participants of CM, MHR & MF

Greetings from **MiG** Club, CMS Business School !

The **MiG** Club of Marketing Area, CMS Business School proudly presents before you, yet another event - **MiG Equinox** especially designed for the 2nd year students.

The event is going to be a combo of fun🎉, creativity🧠, leadership👑, and teamwork👥. We encourage you to actively take part in the event.

The event details are as follows:

- ➡ **MiG Equinox**
- ➡ **Date : September 16th, 2021**
- ➡ **Day : Thursday**
- ➡ **Time : 8:45 AM to 12:15 PM**
- ➡ **Venue (Offline) : Seminar Hall 3, 1st floor**


➡ **Registration Link :**
<https://forms.gle/YxmSjKk2eTLu4j89>

Awaiting for your active participation in the event.
 Please find attached herewith the poster of the event.
 Thanks

Best regards,
 Faculty & Student Team
 (MiG 2021)

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Regards,
Anurag Jain
 Assistant Professor of Marketing



Seshadri Rd, Gandhi Nagar
 Bangalore, Karnataka.
 Phone: 080 4684 0400 Ext: 523

16. Pictures for the Event:

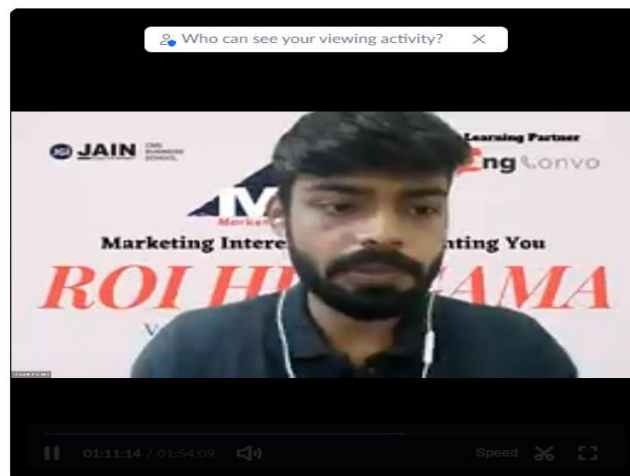


Fig 1.1 MiG Dynamo Vineet giving the activity brief to the teams, held on September 16th 2021 (Batch: 2020-22, Programme: III semester MBA)

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Fig 1.2 Guest Speaker Ms. Shatakshi interacting with participants, held on September 16th 2021 (Batch: 2020-22, Programme: III semester MBA)

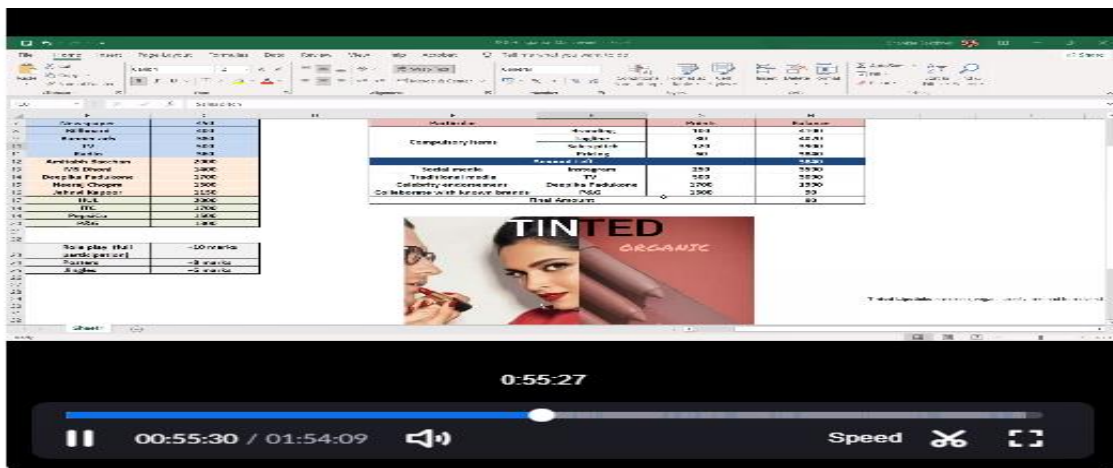


Fig 1.3 Team 3 presenting their event plan, held on September 16th 2021 (Batch: 2020-22, Programme: III semester MBA)



Fig 1.4 Participants taking part in Ice Breaking Activity, held on September 16th 2021 (Batch: 2020-22, Programme: III semester MBA)

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Fig 1.5 Participants taking part in Ice Breaking Activity, held on September 16th 2021 (Batch: 2022-23, Programme: I semester MBA)

17. Brochure: Yes (Attached)