

MiG Club Activity

MIG Club Activity

Date	25-8-2021
Time:	10:00 AM – 12:15 PM
Venue:	Zoom platform
Section:	O4, O5, O6
Batch:	2021-2023
Semester:	I
Guest/Judge Name:	Dr. Trupti Dandekar Humnekar, Dr. Saurabh Srivastava
Guest/Speaker Designation	Faculty at CMS Business School
Guest/Speaker Company/ Institute Name:	CMS BUSINESS SCHOOL, JAIN (Deemed-to-be University)
Faculty Coordinators Name:	Dr. Bikash Debata, Dr. Govindaraj M.
Topic:	MiG COGNITIO 2021
Moderator (if any)	Kevin Allen
No. of Attendees	96
Feedback:	YES
Brochure: (if any)	YES
Revenue Collected: (if any)	NA (Online Event)

1. Introduction:

MiG COGNITIO 2021 is the introductory event designed and executed for the participants of newly inducted batch of MBA (2021-23). The event was a part of **Compass** orientation Program. The event was an ice-breaker for the participants that allowed them to get introduced with each other and do some fun activities that was based on experiential learning. The event has been a combo of fun & creativity, where participants have been encouraged to use own skills & artistry to perform the assigned activity tasks.

2. Venue (Outside/Inside the campus): Online on Zoom Platform.

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:

Ice breaker activity- After the introduction of MiG we started with a quick ice breaker activity (Fastest Finger First) where participants had to give one-word answer for the question asked.

Main Activity: The participants were divided into 15 groups and put into break out rooms for 25 minutes' discussion. They were required to prepare the Collage of their presentation which had covered picture of the product given to them, tagline and hashtag for the same and then come up with the sales pitch. There was 2 mins time for each team to present it in front of our judges and were evaluated accordingly.

Filler Activity: While judges were given time to discuss and decide the winner, filler activity (guess the jingles) was conducted where participants were supposed to guess the commercial and tell the brand name.

5. Summary and Key Learning of the session:

- A) Participants have open up them and interacted with their new batch mates.
- B) The ice breaker activity has helped participants in learning the importance of time in executing the tasks.

C) 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.

6. Participant details: The event was attendant by participants from section O1, O2, O3. For details please refer to the attendance attached herewith.

7. Details of Winners (if applicable): -

Winner Team	Breakout Room No. 7
Runner Up Team	Breakout Room No. 15

8. Details of the judges (if applicable): -

Dr. Trupti Dandekar
Dr. Saurabh Srivastava

9. Attendance records:

Sl No.	Name	USN	Batch/Section
1	Shalini naidu	MBA12948	O6
2	Ankita Raj	MBA16479	O4
3	POOJA D N	MBA12724	O6
4	Srikant K R	JU2021MBA10714	O4
5	I D Deepak	JU2021MBA13659	O4
6	Haritha Satheesan	JU2021MBA13240	O4
7	Abhay Shandilya K	JU2021MBA11519	O4
8	M ADITI SHIRIN	JU2021MBA14331	O4
9	Rahul Ratadia	JU2021MBA10825	O5
10	RANJITH G	JU2021MBA11613	O6

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11	Akansha Bajoria	JU2021MBA12516	06
12	Meenakshi sundaram	MBA12545	06
13	Ratan Kalyan Kumar	JU2021MBA15167	04
14	Kosh Kumar	JU2021MBA14545	04
15	Nishant Raj	MBA10539	04
16	Astha Chhajjer	JU2021MBA14921	04
17	ARAVIND R	JU2021MBA15950	06
18	A VENKAT SANDEEP	JU2021MBA14845	06
19	Boddupalli Rukmini	JU2021MBA13402	06
20	NUTHAN N	JU2021MBA15310	05
21	Deepthi V	JU2021MBA11278	04
22	DHIVYA K	JU2021MBA14227	05
23	Gnanesh g	JU2021MBA10725	05
24	Monisha Devanand	JU2021MBA13510	04
25	Anil Kumar	JU2021MBA13408	04
26	Kesavan K R	JU2021MBA17128	05
27	Roshni Agrawal	MBA13115	05
28	Shweta Kulkarni	JU2021MBA12259	04
29	NIKHIL JOSEPH K J	MBA13723	05
30	SHARON EVANGELINE	JU2021MBA11633	05
31	Pooja Rajkumar	JU2021MBA10843	06
32	Anirudh BN	JU2021MBA11147	05
33	Abhishek Sharma	JU2021MBA13801	04
34	VEERAKARTHIK JUTURU	MBA15538	05
35	MD FIRDAUS KHAN	JU2021MBA11584	06
36	Shashank R Bhadrashetty	JU2021MBA13727	04
37	Shailesh Hemanth T N	2021MBA11422	04
38	S B Yashas	JU2021MBA16936	06
39	RAHUL AGARWAL	JU2021MBA11168	05
40	Abhishek vishwanath	JU2021MBA13850	05
41	Richelle Patrick	Mba11360	04
42	Preet Chawhan	JU2021MBA16150	06
43	DEEPAK KUMAR	JU2021MBA12027	04
44	Baibhav kumar	JU2021MBA13705	06
45	GIRISH ARORA	JU2021MBA11076	04
46	Vijey Priethiv	JU2021MBA12963	06
47	Vishwas. A	JU2021MBA14887	04
48	Nikitha Surana	JU2021MBA11935	05
49	Puneet jain	JU2021MBA16081	05
50	Varshini Chandar	JU2021MBA16498	06

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51	K V Harishankar	JU2021MBA13635	04
52	C Lalremruata	JU2021 MBA12126 C Lalremruata	05
53	Sanghamitra Das	JU2021MBA12115	05
54	Tagala Mohd Rafi	JU2021MBA13641	06
55	Vikram Parthiban	JU2021MBA15337	04
56	Dhakshina moorthy S	JU2021MBA16700	05
57	KUMAR SHWETABH	12593	06
58	SUNNY SAGAR	JU2021MBA12393	04
59	NAVANEETH S R	JU2021MBA12665	06
60	Mridula Lohith	JU2021MBA13898	06
61	Rida Tanaaz Khan	JU2021MBA13570	06
62	Preethi G	Mba13470	05
63	VISWAMITRA MUNNANGI	JU2021MBA12795	04
64	Praveen Haridas	JU2021MBA15621	05
65	RAHUL AGARWAL	JU2021MBA11168	05
66	Prashant Moger	JU2021MBA10884	04
67	NITHIN	JU2021MBA12958	06
68	Sneha Shruti	JU2021MBA10976	04
69	Sayani Bhattacharya	JU2021MBA13831	05
70	Ishita Agrawal	JU2021MBA10659	06
71	RIYA RAM	MBA13936	06
72	Ritik Dugar	13420	05
73	Anuj Arunkumar Birajdar	MBA13374	06
74	Akansha Bajoria	JU2021MBA12516	06
75	R MANJU ASHWITHA	JU2021MBA14804	06
76	ANIRUDHAN.K.K.A	JU2021MBA13800	05
77	J.P.JAYASHANKAR	JU2021MBA15027	05
78	Ronak Bhatt	MBA11862	06
79	Varsha G	10404	04
80	Nancy Jallundhra	JU2021MBA13358	05
81	Subramanian. S	JU2021MBA16826	05
82	Shah Dipam J	MBA11957	06
83	ATUL CHAUHAN	JU2021MBA10888	04
84	Shreya Chand	JU2021MBA12813	05
85	Rahul Rajeev	JU2021MBA14312	04
86	Apurva Singh	JU2021MBA10946	04
87	D VAMSI KRISHNA	17229	06
88	Adhira R	JU2021MBA15439	05
89	Sehrish Syed Ilyas	JU2021MBA13589	05
90	Amrutha A	JU2021MBA11998	05

**MiG Club Activity**

91	Tagala Mohd Rafi	JU2021MBA13641	O6
92	Ankita Raj	MBA16479	O4
93	D VAMSI KRISHNA	MBA17229	O6
94	Puneet jain	JU2021MBA16081	O5
95	Divyanshu kumari	JUMBA14520	O6
96	Amit Kumar	JU2021MBA10885	O5

10. Participants' Feedback, Feedback Analysis and Attainment Calculation:

Yes

	Wt Score ⁴	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	27	19	25	25	0	96	336	480
The Activity enhanced by understanding of Marketing	PO2 PSO1	27	24	28	17	0	96	349	480
The Activity was conducted well	PO5 PSO2	20	28	25	23	0	96	333	480
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	24	21	27	24	0	96	333	480
The Judges were fair in their assessment	PO4 PO6 PSO1	15	27	34	20	0	96	325	480
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	25	23	25	23	0	96	338	480
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	18	28	23	27	0	96	325	480

MiG Club Activity

Attainment Calculation:

Marketing Club Activity

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Captured By	Total Attainment Score	Level Achieved
PO1	70%							Q1		
PO2	70%	73%					70%	Q1 Q2		
PO3				69%				Q4		
PO4					68%			Q5		
PO5			69%					Q3		
PO6					68%			Q5		
PO7				69%		70%		Q4 Q6		
PSO1	70%	73%		69%	68%	70%		Q1 Q2 Q4 Q5 Q6	70%	3
PSO2	70%		69%			70%		Q1 Q3 Q6	70%	2
PSO3				69%				Q4	69%	2

11. Proposals for the Event/Programme:

Proposal and Approval

Date: 15-Aug-21

For Area Chair's kind approval

Dear Sir/Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

A MIG Activity on the topic **MARKETING INTEREST GROUP (MiG) COGNITIO 2021** 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) COGNITIO 2021**

Duration: **2 hrs.**

Resource person/ Judges: **TBD**

Expected participants: **200**

Kindly approve the same.

Kind Regards

Faculty Coordinators

Approval Authority

Signature

Area Chair

Approval Authority

Signature

12. Minutes of Meetings:

Minutes of Meeting

DATE: 23-Aug-2021

MEETING ATTENDED BY:

- Area Chair- Marketing
- MiG Faculty Mentors
- MiG Coordinators/Volunteers

Discussion Points

- Prof. Anurag Jain has welcomed the Area Chair, Faculty Mentors and MiG Volunteers to the meeting.
- The plan of conducting upcoming launch event of MiG to be conducted for the new batch has been communicated in the meeting.
- The Area Chair- Marketing has interacted with MiG Volunteers and shared her inputs.
- The name of MiG launch has been finalized as MiG COGNITIO 2021.
- Dr. Bikash Debata will introduce the participants with MiG club.
- Event poster of MiG COGNITIO has been launched.
- Finalize the judges by tomorrow.
- Keep a backup plan.
- Feedback form- Likert scale- questions to be created by Prof. Anurag Jain.
- Event flow schedule to be shared with the faculty mentors/coordinators.
- Poster along with a brief of the round to be rolled out through mail – to the judges and participants.
- All information of round plan and rules to be communicated to the judges.
- Winners & Runner up to be declared at the end of the event.
- Participation certificates will be provided to all the participants, Winner team, Runner up team and volunteers of MiG.

MiG Club Activity

- Brochure to be shared with the students of 1st year.
- Feedback to be taken through google form.
- Attendance will be taken via Zoom recordings of CSV file.
- Zoom credentials of Prof. Anurag Jain will be used to conduct the event.
- Date of event: 25-Aug-2021
- Venue: Zoom Meeting
- Expected Participants: 150
- Title of the Activity: MiG COGNITIO 2021
- Faculty Coordinator: Dr. Bikash Debata, Dr. Govindaraj M.

Signatures/ Attendance:

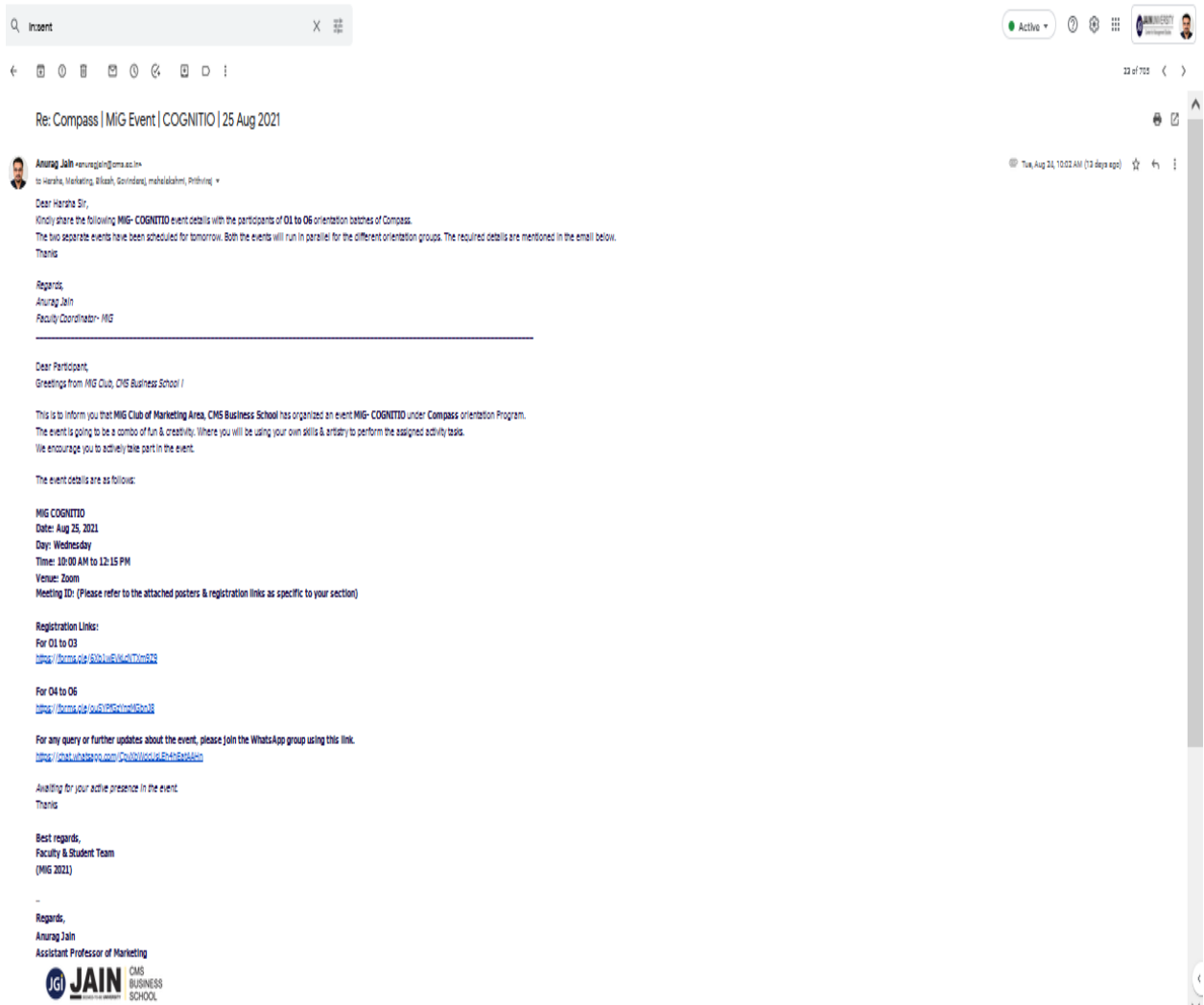
Area Chair- Marketing	Dr. Sangeeta Devanathan
MiG Faculty Mentors	Dr. Bikash Debata, Prof. Anurag Jain, Dr. Govindaraj M., Dr. Malakshmi S
MiG Student Coordinators/Volunteers	Akash Thapa Arpan Bakliwal Ananya M Gowda Anshika Walani Guna Sai Karthik Pai Kaustabh Bhattacharya Kousic Lakshmi Venkant Rohith N Priyanka Nihal Raj Prachi Goyal Thummala Sneha Sindhu Titli Benarjee

13. Budget: -

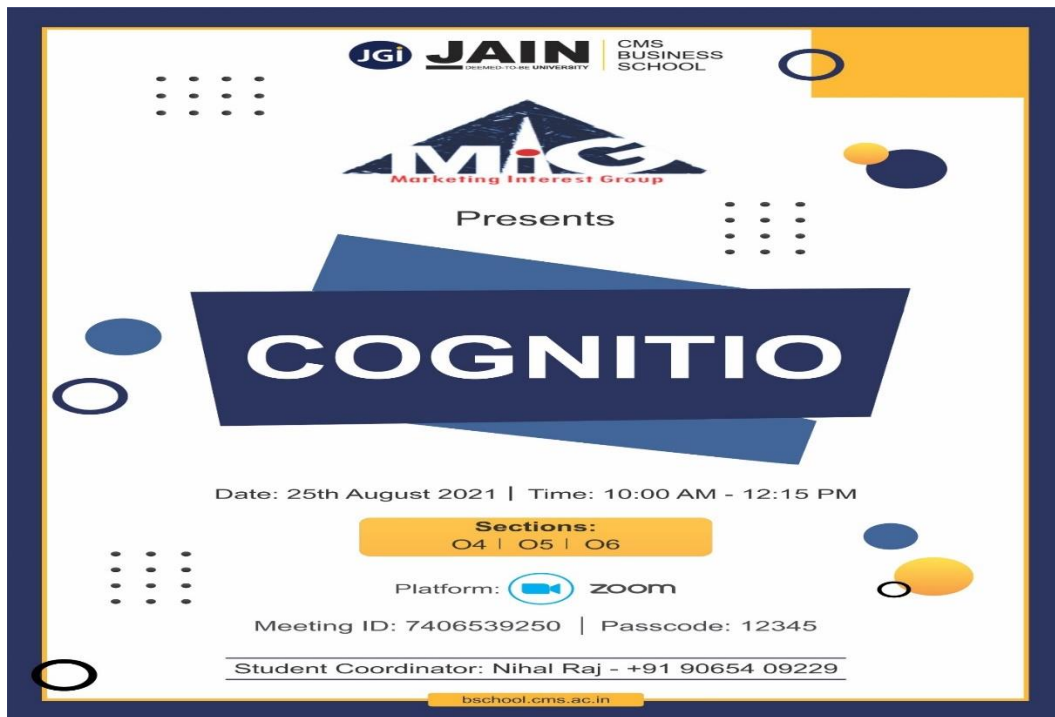
Budget Letter

The event has been organized online on Zoom Platform. Henceforth no financial budget required for the event.

14. Trailing Emails/communications: Yes



15. Any other related details (Brochure of Event): -



16. Pictures of the Event:



Fig 1.1 Launch video of MiG club played to introduce participants with MiG club, MiG COGNITIO held on August 25th 2021 (Batch: 2021-23, Programme: I semester MBA)



Fig 1.2 Ice Breaker Activity Fastest Finger First was conducted by MiG coordinators, MiG COGNITIO held on August 25th 2021 (Batch: 2021-23, Programme: I semester MBA)

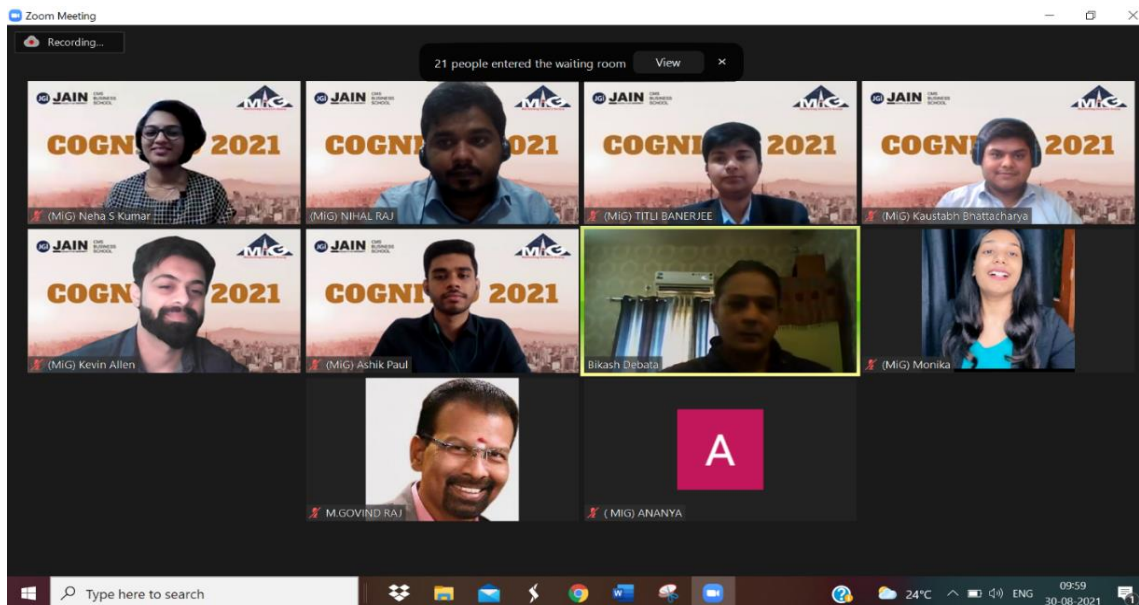


Fig 1.3 Dr. Bikash Debata is Introducing MiG club to the participants present in the meeting, MiG COGNITIO held on August 25th 2021 (Batch: 2021-23, Programme: I semester MBA)



MiG Club Activity

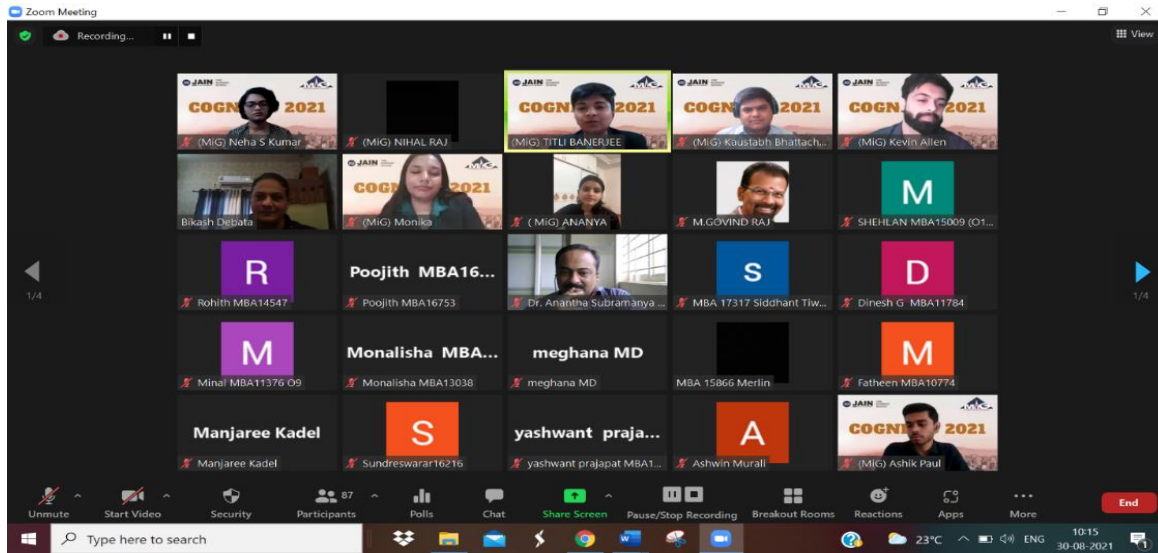


Fig1.4 Introduction of the main activity, its briefing & welcoming of judges done by student coordinator, MiG COGNITIO held on August 25th 2021 (Batch: 2021-23, Programme: I semester MBA)

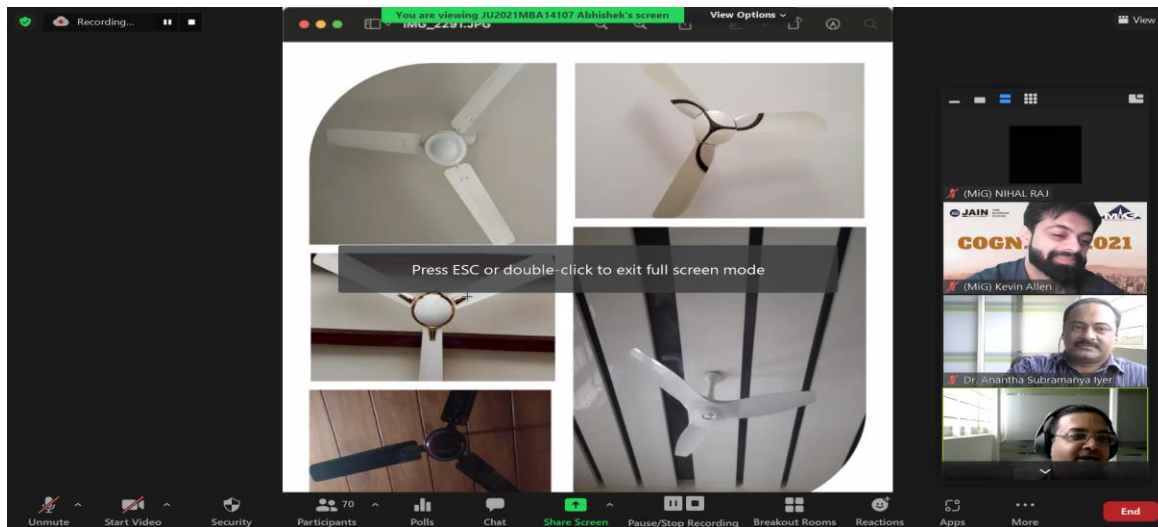


Fig1.5 Participants presenting their marketing idea in front of judges, audience, & Faculties, MiG COGNITIO held on August 25th 2021 (Batch: 2021-23, Programme: I semester MBA)