

MiG CM CONQUEST

Date	22-03-2022
Time:	2:00 PM to 4:30 PM
Venue:	Offline: Seminar Hall 1, CMS BUSINESS SCHOOL
Online/Offline	Offline
Section:	CM1, CM2, CM3
Batch:	MBA 2021-23
Semester:	II
Guest/Speaker Name:	Dr. Anantha Iyer, Prof. Suparna Ghosal
Guest/Speaker Designation	Assistant Professor, Adjunct Professor
Guest/Speaker Contact No & Email Id:	asi@cms.ac.in suparna.ghosal@cms.ac.in
Guest/Speaker Company/ Institute Name:	CMS Business School, JAIN (Deemed-to-be University)
Faculty Coordinators Name:	Prof. Anurag Jain, Dr. Trupti Dandekar, Dr. Govindaraj M.
Topic:	MiG CM CONQUEST
Moderator (if any)	Muskan Azad, Karan Jaiswal
No. of Attendees	100
Feedback:	YES
Revenue Collected: (if any)	NA
Event Recording link (if any it is Online)	NA

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1. Introduction:

On March 22, 2022, the Marketing Interest Group (MiG) conducted an event for the Students of 2nd semester core marketing (CM). The event has been designed to bring the students to work together and to come up with a new product idea. The main theme of event was to come up with feasible solution to the problems faculties and students face in day-to-day life. 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 known as Connexions. The 2nd activity was the main event where each team was given a problem and the team members were asked to come up with new product ideas which were also feasible.

2. Program Objectives:

- To engage beyond class room sessions in experiential learning. (PO1, PO2)
- To gather the zeal of marketing enthusiasts and channelize it through relevant and diversified activities. (PO2)
- To create visibility of your commitment towards ‘learning by doing’ and to create opportunities for establishing and expanding connects with corporate world. (PO5)

3. Relevance to PO and Relevance to PEO:

PO	Program Objective (PO)
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, analyse and communicate global, economic, legal and ethical aspects of business.

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PO6	Ability to lead self and others in the achievement of organisational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
PSO	Program Specific Objective (PSO)
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: The first activity was “Connexions” where the teams had to connect the image presented and guess the marketing term/jargon. There were 3 Levels (Easy, medium, hard) and a bonus question between 2 teams and the team which answers correctly.

The main motive of this event was to get students the practical exposure of the marketing concepts they have learnt in class. All the students were formed into teams where each team consisted of 5-6 participants. The event had 2 activities, in which the 1st activity was an Ice Breaker activity.

The Judges for this event were Prof. Suparna Ghosal, Adjunct Professor of Marketing at CMS B-School JAIN (Deemed to be University) and Dr. Anantha Subramanya Iyer, Assistant Professor at CMS B-School, JAIN (Deemed to be University).

5. Guest/Speakers’ Profile:

Dr. Anantha Subramanya Iyer is working as an Assistant Professor in the Marketing Area of CMS B-School, JAIN (Deemed to be University). Prof. Suparna Ghosal is working as an Adjunct Professor in the Marketing at CMS B-School JAIN (Deemed to be University)

6. Summary and Key Learnings of the session:

Participants have opened up themselves and interacted with their batch mates.

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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 day-to-day problem with the team and present the developed feasible solution and marketing strategy by demonstrating an effective communication skill & team work.

7. Participant details: The event was attended by participants from all sections of Core Marketing MBA Batch (2021-23)

8. Details of Winners (if applicable):

Winner Team: Team Phoenix

MANTHAN SAHA. CM3
JAINAM JAIN. CM3
SURAJ TIWARI. CM3
SHAH DIPAM JITENDRABHAI. CM3
RAJ BABEL. CM3

Runner Up 1 Team: Team That's what she said

ABHILASH R G. CM3
SYED DANİYAL RAHMAN. CM3
KAUSHIKI INAMDAR. CM3
P AKSHAY. CM3

Runner Up 1 Team: Team The Groot

ASTRID GLYNIS LEWIS. CM2
NISHA PRASAD. CM2
SUJITH SHEKAR. CM2
MASILA M MANOHARAN. CM2
KADIYALA ACHYUTH KUMAR. CM2

9. Details of the judges (if applicable): Ms. Suparna Ghoshal, Dr. Anantha Subramanya Iyer

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10. Attendance records:

ABHINAV S - CM1
ARAVIND R - CM1
ABHIDEEP KUMAR GUPTA - CM1
ROHITH T- CM1
SAGAR R NAIVARUNI - CM1
SHWETA KULKARNI -CM1
SRIKANT K R- CM1
RAKESH CR - CM3
GIRISH ARORA - CM3
VISMAYA PATRA - CM3
RAKESH KALIPADA SENAPATI - CM1
TANNERU GOWTHAM -CM1
GAURI PRASAD- CM1
ADHIRA R- CM1
TANVI SHEKHAWAT- CM1
MANTHAN SAHA- CM3
JAINAM JAIN- CM3
SURAJ TIWARI- CM3
SHAH DIPAM JITENDRABHAI - CM3
RAJ BABEL- CM3
ABHIJEET SINGH A -CM2
RITIKA - CM2
SHREYASHI SARKAR- CM2
SONAL MUNJAL- CM2
B N NISHCHITH ARADHYA- CM2
SYED DANİYAL RAHMAN- CM3
ABHILASH R G- CM3
KAUSHIKI INAMDAR - CM3
P AKSHAY- CM3
SHANTRAJ- CM1
YASHIKA THAKUR - CM3
MD FIRDAUS KHAN- CM1
MOGAMMAD FAISAL- CM1
VIJEY PRIETHIV P- CM1
ASTRID GLYNIS LEWIS - CM2
NISHA PRASAD- CM2
SUJITH SHEKAR - CM2
MASILA M MANOHARAN - CM2
KADIYALA ACHYUTH KUMAR. CM2
SUBHOJIT BOSE - CM3
ATIF AHMED- CM3
RUDRAJU BHANU ASHISH VARMA- CM3
SAI AVINASH LAGUDU - CM3

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

(Attached a separate Excel File with email)

12. Proposals for the Event/Programme:

Date: 02-03-2022

For Area Chair's kind approval

Dear Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

An MiG Activity on the topic **MARKETING INTEREST GROUP (MiG) CM CONQUEST** 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) CM CONQUEST**

Duration: **2 hrs. and 30 mins.**

Resource person/ Judges: Ms. Suparna Ghoshal, Dr. Anantha Subramanya Iyer

Expected participants: **100**

Kindly approve the same.

Kind Regards,

Faculty Coordinator
Team MiG
Signature

Area Chair
Approval Authority
Signature

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13. Minutes of Meetings:

DATE: 19-03-2022

ROOM: 301, Marketing Lab

MEETING ATTENDED BY:

- MiG Mentors- Prof. Anurag Jain, Dr. Trupti Dandekar, Dr. Vishal Soodan
- MiG Dynamos

Discussion Points

- Discussion on the proposal submitted
- Date and Facilitator Details
- Budget and Approval by Area Chair
- The team has decided to keep the name of event as CM CONQUEST
- Promotional Details- Brochure/ Poster
- Proposed date: 22-Mar-2022
- Venue: Seminar Hall 1
- Expected Participants: 100
- Title of the Activity: MiG CM Conquest
- Faculty Coordinator: Prof. Anurag Jain, Dr. Trupti Dandekar, Dr. Vishal Soodan, 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. Vishal Soodan, Dr. Trupti Dandekar, Dr. Govindaraj M.
MiG Dynamos	Nikitha Rasika Utkarsh Muskan Sriram Shivani Neha Aziz

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14. Budget:

Date: 20-03-2022

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) CM CONQUEST** is scheduled on **22-March-22**. 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) CM CONQUEST**

Duration: **2 hrs. and 30 mins.**

Resource person/ Judges:

Expected participants: **100**

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 Co-Ordinator
Team MiG
Signature

Area Chair
Approval Authority
Signature

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15. Trailing Emails/Communications: Yes (Attached)

Re: Request for **MiG** event poster Inbox x



Anurag Jain <anuragjain@cms.ac.in>
to Srinivasalu, Harsha, Marketing, Sangeeta, Vishal, Trupti, Govindaraj ▾

Tue, Mar 15, 10:48 AM ☆ ↶ ⋮

Dear Mr. Srinivasulu,

Request you to prepare a poster for **MiG** event to be conducted in the next week. Please find the details about the event below:

Event Name: CM CONQUEST
Date: March 22, 2022
Day: Tuesday
Time: 2 pm onward
Venue: Seminar Hall
Cohort Profile: CM1, CM2, CM3
MiG Dynamos: Muskan Azad 78927 78286 | Karan Jaiswal 62027 66164

Registration Link: <https://forms.gle/xvJqs1Fu2X1jYaxV7>
QR code needs to be generated for the registration.

Thanks

Re: Requirements for **MiG** event on 22nd March 2022 Inbox x



Anurag Jain <anuragjain@cms.ac.in>
to Sangeeta, Marketing, Harsha ▾

Thu, Mar 17, 2:07 PM ☆ ↶ ⋮

Dear Sangeeta Ma'am,

MiG club is conducting an event CM **CONQUEST** on 22nd march 2022.
There are some requirements of the club for organizing the event.
The list is attached herewith email.
Kindly go through it and approve the same.
Thanks

—
Regards,
Anurag Jain
Assistant Professor of Marketing



#17 Seshadri Rd, Gandhi Nagar
Bangalore, Karnataka.
Phone: 080 4684 0400 Ext: 509
bschool.cms.ac.in

16. Any other related details: - NA

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17. Pictures for the Event:



Fig 1.1 The team activity (connexions), held on March 22th 2022 (Batch: 2021-2023) Programme: II semester MBA



Fig 1.2 Team 3 (Mitochondria) members performing the activity, held on March 22nd 2022 (Batch: 2021-23, Programme: II semester MBA)



Fig 1.3 Judges of the event, held on March 22nd 2022 (Batch: 2021-23, Programme: II semester MBA)

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Fig 1.4 *Winners of the event - Team 7 (Phoenix) felicitated by judges and faculty mentors (Batch: 2021-23, Programme: II semester MBA)*



Fig 1.4 *1st Runner Up of the event - Team 4 (Thats what she said) receiving the trophy (Batch: 2021-23, Programme: II semester MBA)*



Fig 1.5 *2nd Runner Up of the event - Team 2 (The Groot) receiving the trophy (Batch: 2021-23, Programme: II semester MBA)*

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Fig 1.6 Team MiG (Batch: 2021-23, Programme: II semester MBA)



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18. Brochure: Yes (Attached)

The brochure features a vibrant orange background with a blue rocket ship illustration in the center. At the top, the JGI JAIN CMS BUSINESS SCHOOL logo is displayed. Below it is the MiG Marketing Interest Group logo. The main title 'CM CONQUEST' is prominently shown. A blue banner provides event details: Date: 22nd March 2022 | Time: 02:00 PM | Venue: Seminar Hall -1 | Cohort Profile: MBA Batch 2021-23, 2nd Semester | Section: CM1, CM2 & CM3. Below this, the 'MiG Dynamos' section lists Muskan Azad (+91 78927 78286) and Karan Jaiswal (+91 62027 66164). A QR code is located in the bottom right corner, and a registration link is provided in the bottom center. The text 'Registration open' is written in a blue circle on the bottom left.

JGI JAIN CMS BUSINESS SCHOOL
DEEMED-TO-BE UNIVERSITY

MiG
Marketing Interest Group

CM CONQUEST

Date: 22nd March 2022 | **Time:** 02:00 PM | **Venue:** Seminar Hall -1
Cohort Profile: MBA Batch 2021-23, 2nd Semester | **Section:** CM1, CM2 & CM3

MiG Dynamos

Muskan Azad | Karan Jaiswal
+91 78927 78286 | +91 62027 66164

Registration open

▶▶▶ <https://forms.gle/xvJqs1Fu2X1jYaxV7>

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18. Feedback and Attainment Calculation: YES

Enter Serial No.

Click to view Attainment Score

Map your Questions to POs use reference of 4th Row

Q and Objective Mapping Table

Marketing Club Activity	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Objectives Feedback questions should appear below based on Objectives	Foster learning through accumulation of knowledge.	Apply knowledge of management theories and practices to solve business problems.	Foster analytical and critical thinking abilities for data-based decision making.	Ability to develop value based leadership.	Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.	Ability to adopt various tools decision making and problem solving.
To engage beyond class room sessions in experiential learning	PO1	PO2					PO1 PO2
To gather the zeal of marketing enthusiasts and channelize it through relevant and diversified activities		PO2					PO2
To create visibility of your commitment towards 'learning by doing' and to create opportunities for establishing and expanding					PO5		PO5
The activity required me to apply classroom theory into action			PO3				PO3 PO7
The judges were fair in their assessment				PO4		PO6	PO4 PO6
The event helped you in identifying and successfully using certain tools and platforms for problem solving							PO7
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer		PO1					PO1

MIG CM CONQUEST Feedback Summary

Questions to Map Pos	List of Pos	Wt Score					Wt. Score	Max score	Xage
		5	4	3	2	1			
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
The Activity was interactive and included all participants well	PO1 PO2	38	4	1	0	0	209	215	97%
The Activity enhanced my understanding of Marketing	PO2	36	5	2	0	0	206	215	96%
The Activity was conducted well	PO5	37	4	2	0	0	207	215	96%
The activity required me to apply classroom theory into action	PO3 PO7	37	5	1	0	0	208	215	97%
The judges were fair in their assessment	PO4 PO6	35	5	3	0	0	204	215	95%
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7	33	8	1	1	0	202	215	94%
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO1	34	7	2	0	0	204	215	95%

Marketing Club Activity

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Captured By	Total Attainment Score	Level Achieved
PO1	31%								Q1	31%	3
PO2	33%	36%					34%		Q1 Q2 Q7	36%	3
PO3				37%					Q4	37%	3
PO4					35%				Q5	35%	3
PO5			36%						Q3	36%	3
PO6					35%				Q5	35%	3
PO7				37%			34%		Q4 Q6	35%	3