

**MiG COGNITIO 2021 (MiG Launch Event)**

<b>Date</b>	August 30, 2021
<b>Time:</b>	10:00 AM – 12:15 PM
<b>Venue:</b>	Zoom platform
<b>Section:</b>	O7, O8, O11
<b>Batch:</b>	2021-2023
<b>Semester:</b>	I
<b>Guest/Judge Name:</b>	Dr. R Satish Kumar, Dr. Anitha Nallasivam, Dr. Vishal Soodan
<b>Guest/Speaker Designation</b>	Faculty at CMS Business School
<b>Guest/Speaker Company/ Institute Name:</b>	CMS BUSINESS SCHOOL, JAIN (Deemed-to-be University)
<b>Faculty Coordinators Name:</b>	Prof. Anurag Jain, Dr. Mahalakshmi S
<b>Topic:</b>	MiG COGNITIO 2021
<b>Moderator (if any)</b>	Arpan Bakliwal
<b>No. of Attendees</b>	120 approx.
<b>Feedback:</b>	YES
<b>Brochure: (if any)</b>	YES
<b>Revenue Collected: (if any)</b>	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:

<b>PO1</b>	Foster learning through accumulation of knowledge.
<b>PO2</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO3</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>PO4</b>	Ability to develop value based leadership.
<b>PO5</b>	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
<b>PO6</b>	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>PO7</b>	Ability to adopt various tools decision making and problem solving.
<b>PSO1</b>	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
<b>PSO2</b>	Appraise the complex specificities of Indian Business to garner global reputation
<b>PSO3</b>	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. Guest/Speakers' Profile: NA

**6. 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.

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

**8. Details of Winners (if applicable): -**

<b>Winner Team</b>	<b>Breakout Room No. 4</b>
<b>Runner Up Team</b>	<b>Breakout Room No. 9</b>

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

Dr. R Satish Kumar
Dr. Anitha Nallasivam
Dr. Vishal Soodan

**10. Attendance records:**

S1 No.	Name	Email-Id
1	Kalavathy K.S	dr.kalavathy@cms.ac.in
2	Shivangi Sharma MBA10899	shivangi_sharma21@cms.ac.in
3	(MiG) Guna Sai ((MiG) Guna Sai)	darisha_s20@cms.ac.in
4	JU2021MBA 14847 Kevin Joseph Saji	kevin_joseph21@cms.ac.in
5	Greeshma MBA14697	greeshma_b21@cms.ac.in
6	Anurag Jain	anuragjain@cms.ac.in
7	(MiG) Akash thapa	akash_thapa20@cms.ac.in

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SCHOOL**MiG Club Activity**

8	(MiG) Grishma Pagaria (Grishma Pagaria)	grishma_p20@cms.ac.in
9	(MiG) Arpan Bakliwal (Arpan Bakliwal)	arpan_bakliwal20@cms.ac.in
10	(MiG) Priyanka (N Priyanka)	npriyanka422@gmail.com
11	(MiG) PRACHI GOYAL	prachi_g20@cms.ac.in
12	(MiG) Karthik Pai	karthik_p20@cms.ac.in
13	(MiG) Sneha sindhu (Thummala sneha sindhu)	thummala_ss20@cms.ac.in
14	MiG Rohith (MiG Coordinator Lakshmi Venkata rohith)	lakshmi_venkata20@cms.ac.in
15	(MiG) Anshika Walani	anshika_w20@cms.ac.in
16	(MiG) Punith (MiG_Punith)	punith_k20@cms.ac.in
17	Anitha Nallasivam	dr.anithanalasivam@cms.ac.in
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19	MBA13968 Hari Vignesh	hari_vignesh21@cms.ac.in
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21	Shalini MBA10706	shalini_b21@cms.ac.in
22	Dr.Satish Kumar	dr.satishkumar@cms.ac.in
23	MBA10602 Supriya PG	supriyapg13@gmail.com
24	JU2021MBA13048 Srishti Shreya	srishti_shreya21@cms.ac.in
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27	Ayushi Verma	
28	Greeshma MBA12378	greeshma_baratam21@cms.ac.in
29	Sukruthi N V	sukruthi_n21@cms.ac.in
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31	Muskan Azad	muskan_kulsum21@cms.ac.in
32	BANDANA BHOI MBA16013	
33	JU2021MBA13290 Jude Passanha	jude_passanha21@cms.ac.in
34	JU2021MBA17047 Anushka	
35	Arya V MBA15666 O11	aryavasudevan2000@gmail.com
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55	Venkat Deepu.	venkat_deepu21@cms.ac.in
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66	MBA14724 Arnab Mondal	arnab_mondal21@cms.ac.in
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68	Yuvashree MBA15772	yuvashree_c21@cms.ac.in
69	Touheed Humera MBA10504	shaiktouheed30@gmail.com
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71	Ju2021 MBA14531 Preeti Banerjee	
72	Sunaina MBA13678	
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95	mba15180 Ayush Tripathy O11	ayush_tripathy21@cms.ac.in
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112	Samarth Dandin	samarth_dandin21@cms.ac.in
113	JU2021MBA14828 Amruth C	amruth_c21@cms.ac.in
114	Dr. Vishal Soodan	dr.vishalsoodan@cms.ac.in
115	Ashish Athawle	
116	siddharth	singh.utkarsh76700@gmail.com
117	Subhojit Bose	boresubhojit36@gmail.com
118	Ankita MBA13971	ankita_panda21@cms.ac.in
119	PRINCESS	
120	ANUSHKA SINGH	anushka_singh21@cms.ac.in

**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	31	25	30	34	0	120	413	600
The Activity enhanced by understanding of Marketing	PO2 PSO1	33	27	31	29	0	120	424	600
The Activity was conducted well	PO5 PSO2	23	35	27	35	0	120	406	600
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	32	26	27	35	0	120	415	600
The Judges were fair in their assessment	PO4 PO6 PSO1	28	29	33	30	0	120	415	600
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	36	30	26	28	0	120	434	600
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	32	18	36	34	0	120	408	600

**Attainment Calculation:**

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

## 12. Proposals for the Event/Programme:

### Proposal and Approval

**Date: 19-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: **120**

Kindly approve the same.

Kind Regards

Faculty Coordinators

Area Chair

Approval Authority

Approval Authority

Signature

Signature



### 13. 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.
- Prof. Anurag Jain and Dr. Mahalakshmi S will introduce the participants with MiG club.
- Event poster of MiG COGNITION 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.
- Brochure to be shared with the students of 1<sup>st</sup> 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: 30-Aug-2021
- Venue: Zoom Meeting
- Expected Participants: 120
- Title of the Activity: MiG COGNITIO 2021
- Faculty Coordinator: Prof. Anurag Jain

**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

## 14. Budget: -

### Budget Letter

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

## 15. Trailing Emails/communications: Yes

MiG Cognito II 30th Aug 10am - 12.15 pm Inbox X



**Bikash Debata**

to me ▾

9:50 AM (3 hours ago) ☆ ↶ ⋮

Dear Harsha Sir, Greetings...

As per our communication, please send this below message to O7 - O13 students for Compass...

Dear Learners,

Greetings from MiG Club, CMS Business School !

This is to inform you that MiG Club of Marketing Area, CMS Business School has organized an event MiG- COGNITIO under Compass orientation Program.

The event is going to be a combo of fun & creativity. Where you will be using your own skills & artistry to perform the assigned activity tasks.

We encourage you to actively take part in the event.

The event details are as follows:

MiG COGNITIO 2021

Date: Aug 30, 2021

Day: Monday

Date: Aug 30, 2021

Day: Monday

Time: 10:00 AM to 12:15 PM

Venue: Zoom

Meeting ID: (Please refer to the attached posters & registration links as specific to your section)

Registration Links:

For O7, O8 & O11

<https://forms.gle/uJjqr8B2eRY5sFX7>

For O9, O10, O12 & O13

<https://forms.gle/n3D1zyHK72iaGAdh7>

For any query or further updates about the event, please reach out to student coordinators.

For O7, O8 & O11

Rohith: +91 86397 84605

For O9, O10, O12 & O13

Nihal Raj: +91 90654 09229

Awaiting for your active participation in the event.

Thanks

Best regards,

Faculty & Student Team  
(MiG 2021)

Activate Windows  
Go to Settings to activate Windows.

## 16. Any other related details (Brochure of Event):

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

**MiG**  
Marketing Interest Group

Presents

# COGNITIO

Date: 30th August 2021 | Time: 10:00 AM - 12:15 PM

Sections:  
07 | 08 | 011

Platform:  zoom

Meeting ID: 4024636074 | Passcode: 12345

Student Coordinator: Rohith - +91 86397 84605

[bschool.cms.ac.in](http://bschool.cms.ac.in)

**17. Pictures of the Event:**



Fig 1.1 Launch video of MiG club played to introduce participants with MiG club, MiG COGNITIO held on August 30<sup>th</sup> 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 30<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)

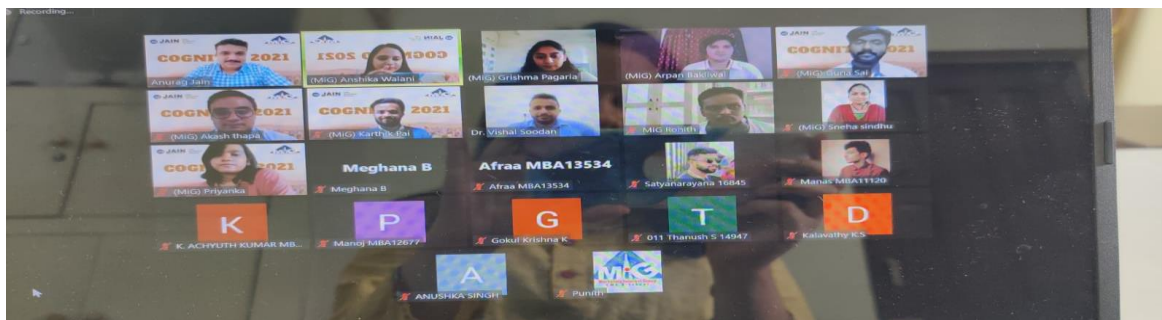


Fig 1.3 Prof. Anurag Jain is Introducing MiG club to the participants present in the meeting, MiG COGNITIO held on August 30<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)

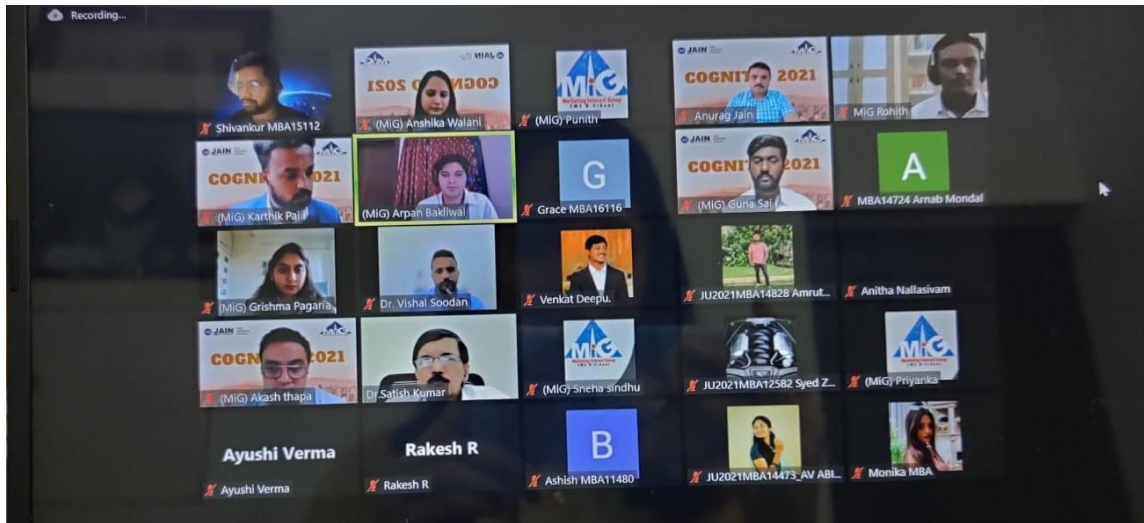


Fig1.4 Introduction of the main activity, its briefing & welcoming of judges done by student coordinator, MiG COGNITIO held on August 30<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)

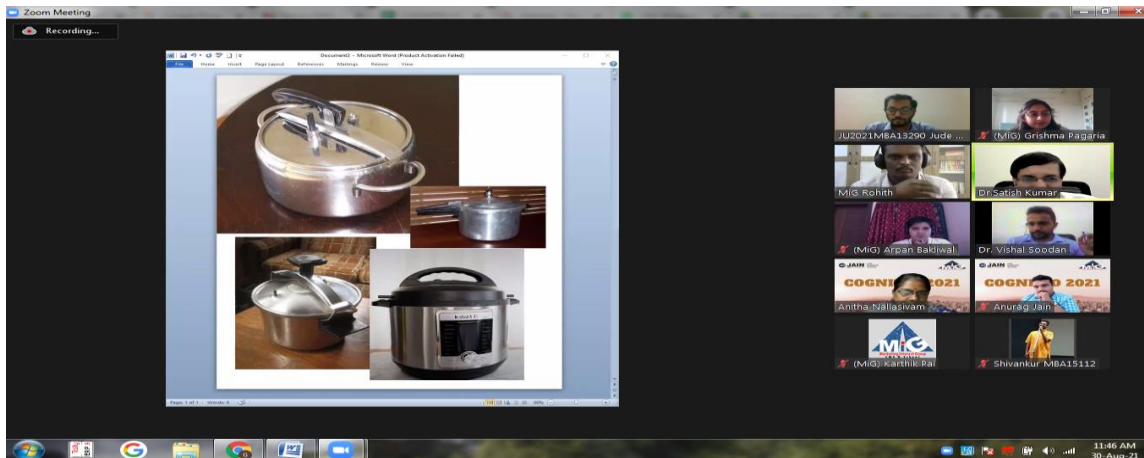


Fig1.5 Participants presenting their product idea in front of judges and audience, MiG COGNITIO held on August 30<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)