

MiG COGNITIO 2021 (MiG Launch Event)

Date	August 30, 2021
Time:	10:00 AM – 12:15 PM
Venue:	Zoom platform
Section:	O9, O10, O12, O13
Batch:	2021-2023
Semester:	I
Guest/Judge Name:	Dr. AVR Mahadev, Dr. Anantha Subramanya Iyer, Prof. Rahul Gupta
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	52
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 Learnings of the session:

- A) Participants have open up themselves 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. 8
Runner Up Team	Breakout Room No. 5

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

Dr. AVR Mahadev
Dr. Anantha Subramanya Iyer
Prof. Rahul Gupta

9. Attendance records:

Sl No.	Name	USN	Batch/ Section
1	Bharadhan GS	JU2021MBA13749	O9
2	Shreyas M R	JU2021MBA10991	O12
3	Chetna Agarwalla	JU2021MBA15824	O10
4	RACHANA N	JU2021MBA11524	O13
5	Abhishek Maheswari	JU2021MBA14107	O10
6	ASHIN RAY BIJU	JU2021MBA16165	O13
7	Samarth S	MBA16963	O13
8	Mohamed Shehlan Shafeeque	JU2021MBA15009	O10
9	Pranav V Prasad	JU2021MBA11975	O10
10	Nishanth.A	MBA16349	O12
11	Spoorthi D	JU2021MBA12844	O10
12	V GANESH	JU2021MBA11460	O12
13	Ritika	JU2012MBA13209	O13
14	Abhideep Kumar Gupta	JU2021MBA15803	O12
15	Aditya Nandakumar	MBA13469	O10
16	monalishabhoi122@gmail.com	JU2021MBA13038	O13
17	Drishya Sajeew Nair	MBA14741	O13
18	PRIYANKA AGRAWAL	JU2021MBA15190	O9
19	Riya Kumari	JU2021MBA16864	O13
20	Shubhi Mishra	JU2021MBA16958	O13
21	TRIPARNA BHATTACHARYA	JU2021MBA15758	O13
22	Janardan Sharma	JU2021MBA13054	O10
23	Merlin Priya M	JU2021MBA15866	O9
24	Minal Mehta	MBA11376	O9
25	Dinesh G	MBA11784	O10
26	MOHAMMED FATHEEN K	JU2021MBA10774	O10
27	Prakul Rander	MBA10683	O10
28	Sundreswarar V	MBA16216	O13
29	Mohammed Abdulaziz Khan	MBA10153	O10
30	Shashwat Shukla	JU2021MBA16018	O10
31	PREM KUMAR N	JU2021MBA15453	O9
32	Siddhant Tiwari	JU2021MBA17317	O10
33	Deeksha B	JU2021MBA16602	O12
34	Yashwant prajapat	ju2021mba13918	O12
35	Rochana M B	JU2021MBA14893	O10
36	Kavya R	MBA16353	O12

**MiG Club Activity**

37	CHIRAG KUMAR D	JUN2021MBA16682	O13
38	Mohamed Shehlan Shafeeque	JU2021MBA15009	O10
39	Aishwarya A	JU2021MBA14278	O12
40	Aditya Nandakumar	MBA13469	O10
41	SHANKAR S	MBA	O13
42	Shreyas M R	JU2021MBA10991	O12
43	Rohith T	14547	O12
44	Minal mehta	MBA11376	O9
45	SIMRAN VARANASI	MBA11463	O10
46	Monalisha Bhoi	JU2021MBA13038	O13
47	TRIPARNA BHATTACHARYA	JU2021MBA15758	O13
48	Ashwin M	JU2021MBA14495	O12
49	Sushmitha Surendra	MBA16904	O10
50	RACHITA PANDA	JGU2021MBA13627	O12
51	Mohammad Faisal	MBA16593	O10
52	Sneha Varghese	JU2021MBA11214	O12

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

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Captured By	Total Attainment Score	Level Achieved
PO1	87%							Q1		
PO2	87%	86%					82%	Q1 Q2		
PO3				84%				Q4		
PO4					75%			Q5		
PO5			80%					Q3		
PO6					75%			Q5		
PO7				84%		82%		Q4 Q6		
PSO1	87%	86%		84%	75%	82%		Q1 Q2 Q4 Q5 Q6	83%	3
PSO2	87%		80%			82%		Q1 Q3 Q6	83%	3
PSO3				84%				Q4	84%	3

Feedback Analysis:

	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 integrative and included all participants well	PO1 PO2 PSO1PSO2	24	26	0	0	2	52	226	260
The Activity enhanced by understanding of Marketing	PO2 PSO1	26	20	3	1	2	52	223	260
The Activity was conducted well	PO5 PSO2	21	19	5	4	3	52	207	260
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	21	24	5	1	1	52	219	260
The Judges were fair in their assessment	PO4 PO6 PSO1	19	19	2	7	5	52	196	260
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	24	18	4	2	4	52	212	260
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	20	22	2	0	8	52	202	260

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: **100**

Kindly approve the same.

Kind Regards

Faculty Coordinators

Area Chair

Approval Authority

Approval Authority

Signature

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.
- 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: 30-Aug-2021
- Venue: Zoom Meeting
- Expected Participants: 100
- 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

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

Activate Windows
Go to Settings to activate Windows.

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/uJpep8B2eRY5sFX7>

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 88397 84605

For O9, O10, O12 & O13

Nihal Raj: +91 90654 09229

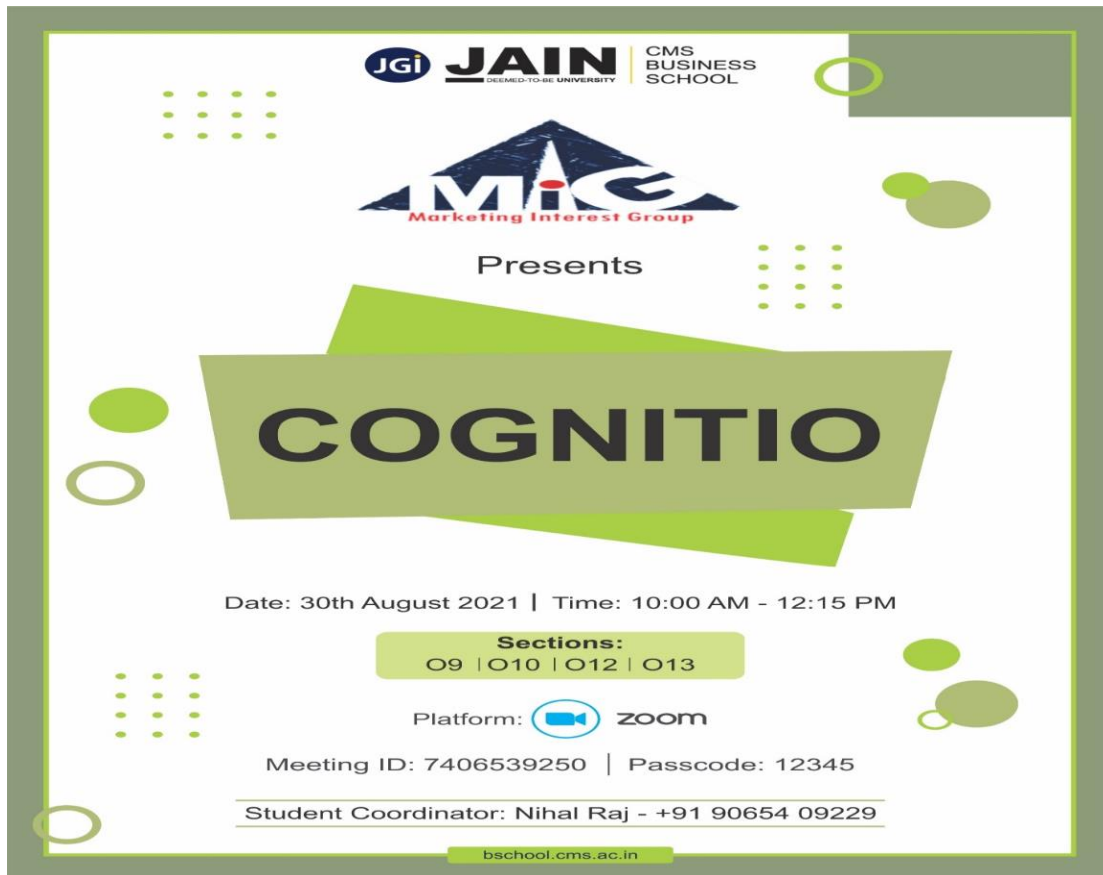
Awaiting for your active participation in the event.

Thanks

Best regards,

Faculty & Student Team
(MiG 2021)

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



The brochure features a green and white color scheme with decorative elements like dots and circles. At the top, it displays the JGI JAIN CMS BUSINESS SCHOOL logo and the MiG Marketing Interest Group logo. The word 'COGNITIO' is prominently displayed in a large, bold, black font on a green banner. Below this, the event details are provided: Date: 30th August 2021 | Time: 10:00 AM - 12:15 PM. The sections are listed as O9 | O10 | O12 | O13. The platform is Zoom, with the Meeting ID: 7406539250 and Passcode: 12345. The Student Coordinator is Nihal Raj - +91 90654 09229. The website bschool.cms.ac.in is mentioned at the bottom.

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:
O9 | O10 | O12 | O13

Platform:  zoom

Meeting ID: 7406539250 | Passcode: 12345

Student Coordinator: Nihal Raj - +91 90654 09229

bschool.cms.ac.in

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 30th 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 30th 2021 (Batch: 2021-23, Programme: I semester MBA)

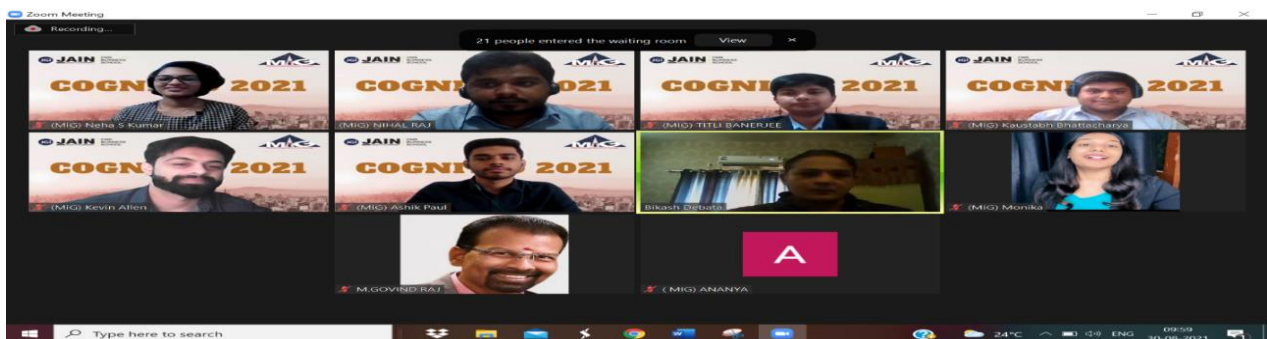


Fig 1.3 Dr. Bikash Debata is Introducing MiG club to the participants present in the meeting, MiG COGNITIO held on August 30th 2021 (Batch: 2021-23, Programme: I semester MBA)

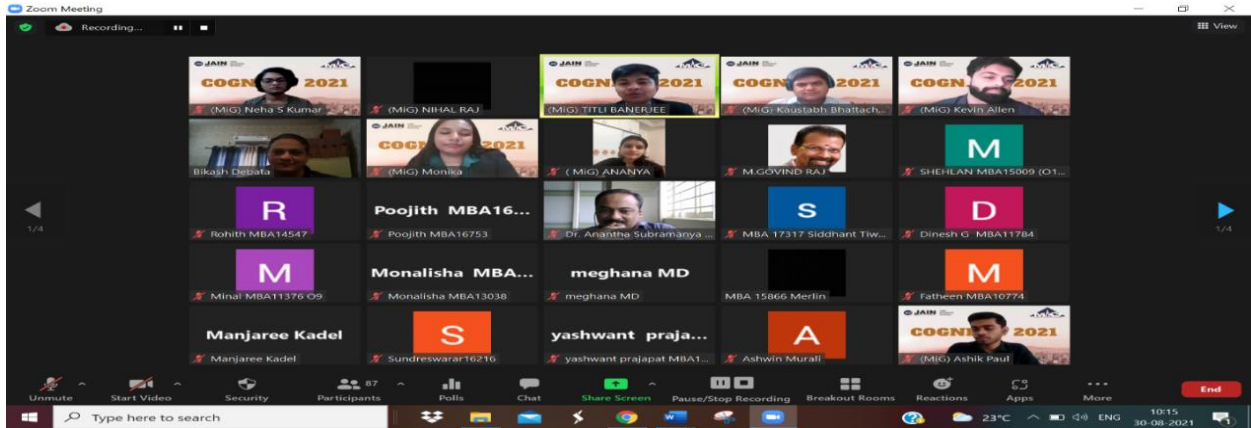


Fig1.4 Introduction of the main activity, its briefing & welcoming of judges done by student coordinator, MiG COGNITIO held on August 30th 2021 (Batch: 2021-23, Programme: I semester MBA)



Fig1.5 Participants presenting their marketing idea in front of judges, audience, & Faculties, MiG COGNITIO held on August 30th 2021 (Batch: 2021-23, Programme: I semester MBA)

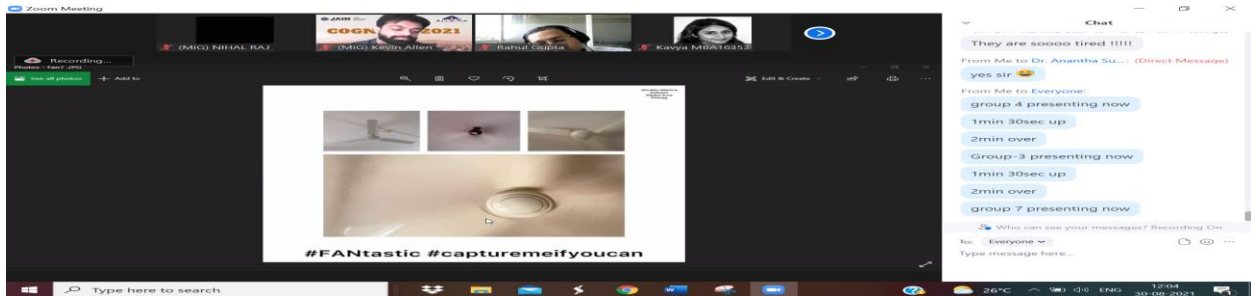


Fig1.6 Participants presenting their marketing idea in front of judges, audience, & faculties, MiG COGNITIO held on August 30th 2021 (Batch: 2021-23, Programme: I semester MBA)