



JAIN
DEEMED-TO-BE UNIVERSITY

CMS
BUSINESS
SCHOOL



International Management Fest

MEGAVEVERSE

TRANSCENDING REALMS OF REALITY

Initial Rounds

13th and 14th May 2022

BENGALURU

Grand Finale

in

VIETNAM



JAIN (Deemed-to-be University)

JAIN (Deemed-to-be University) is a comprehensive and student-focused University that works towards excellence in quality education, research and entrepreneurial development. JAIN (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and A++ Grade by the National Assessment and Accreditation Council (NAAC). Karnataka State Universities Rating Framework (KSURF), Government of Karnataka has awarded JAIN as a '5 Star' Institution in the category of 'YOUNG University' in 2019. JAIN (Deemed-to-be University) has also been ranked 5th among the top private universities in India by the India Today survey. JAIN (Deemed-to-be University) is an authorized partner for "Study in India" (SII) program. It is a member of the prestigious Jain Group of Institutions (JGI), headquartered in Bengaluru, India.



CMS BUSINESS SCHOOL JAIN (Deemed-to-be University)

CMS Business School, JAIN (Deemed-to-be University) is India's leading Business School with an international perspective. CMS Business School is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that makes a difference to the career and the personal progress of its students.

The Business School has been ranked 41st in all India and 16th in South Zone by 'Outlook - ICARE MBA Rankings - 2019' Research Survey. CMS Business School was placed in the rank band 76-100 for the year 2019 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A*' Grade, in Karnataka, by CRISIL. The 2-year MBA program has a strong foundation in academic research; it is designed to tackle the real-world issues faced by international business community today.



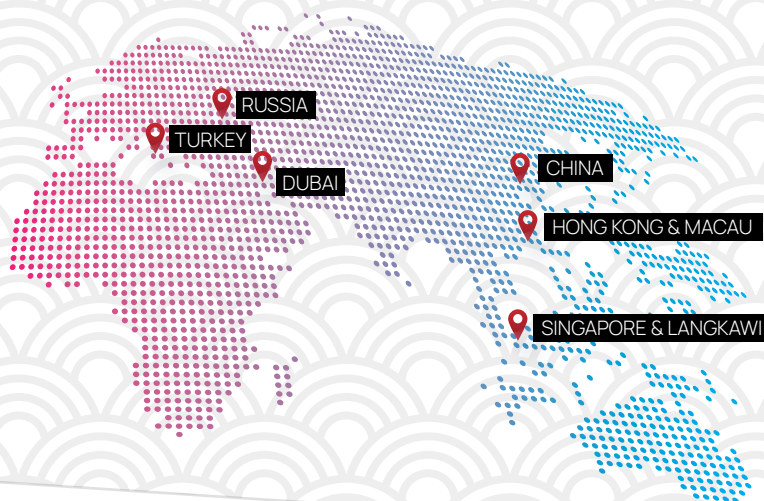
CRANIUM 2022

ARCHITECT OF ASPIRATIONS

'CRANIUM – Architect of Aspirations' is an enriching journey not only towards triumph but towards learning and achievement. Here the students are spurred to think critically and innovate. It gives the participants a forum to discover their true potential in a competitive setup. The objective of Cranium is to provide the participants an early advantage over other future managers with respect to gaining information through experience.

It has proven its impact time and again, with students from diverse Business Schools participating and making it a success internationally. The participants will not only have the opportunity to compete in the initial rounds that will take place in CMS Business School, JAIN (Deemed-to-be University) campus but also in the Grand Finale at a spectacular destination overseas.

The initial rounds for Cranium 2022 is scheduled for 13th & 14th of May 2022 at CMS Business School, JAIN (Deemed-to-be University) in Bengaluru and the Grand Finale will be held in VIETNAM.





MEGAVERSE

Transcending the Realms of Reality

'MEGAVERSE' is a set of multiverses with infinite realities on a finite realm intertwined with people, places and events. It shows the nature of human minds at any point in spacetime and their capability of processing a huge number of complicated thoughts and decisions. For quite some time now, we have been living in a virtual world. Here, at CMS Business School, JAIN (Deemed-to-be University), we intend to focus on transcending the reality and virtual dimensions to bring forth the underlying possibilities.

BEST ENTREPRENEUR

TEMPORAL ANOMALY

*“Sustainability has to be a way of life,
to be a way of business.”*

Temporal anomaly signifies a disruption in the spacetime continuum. As a cloister for entrepreneurship, this event focuses on positive ideas and disruptions highlighting the unconventional journey of sustainability and social entrepreneurship. As innovators, change makers and disruptors, this event is meant for those who are interested in sustainable social entrepreneurship.

Participants:

2 per team

Event Co-ordinators:

Ms. K G Tanisha: +91 96322 65514

Ms. Kratika Mathur: +91 90017 43657

BEST MANAGER

EMPYREAN ARCHON

“One Empyrean to lead them all”

In a world that is rife with competition, perfection has become quintessential. People are the new capital of today's world. Management skill is something that you hear a lot about in the abstract; yet you may find that you are at a loss to define what the term means.

Apply your managerial instincts to strategize your way unto victory - because this is your chance at domination!

Participants:
1 per team

Event Co-ordinators:
Mr. Pranit Oswal: +91 98237 76055
Mr. Srikant Kashobha: +91 99003 84248

BUSINESS QUIZ

QUANTUM SPHERE

“Always deliver more than expected”

Do you know the past, current, and future business scenarios? Here's the perfect chance to test your knowledge regarding the business world. Get ready to enter the Quantum Sphere, where we test your knowledge about minute details based on various industries and their functions. We will ensure that your journey will be an enriching one!

The vertical is eligible for cash prize.

Participants:

2 per team

Event Co-ordinators:

Ms. Rida Tanaaz Khan: +91 74065 02295

Mr. Meetrajsinh Sarvaiya: +91 76982 80660

**CORPORATE SOCIAL RESPONSIBILITY
(SUSTAINABILITY)**

MIRAGE

“Let's unite to save the environment”

Mirage is defined as an illusionary image created in a desert, due to hot weather. It can be metaphorically represented as an image created by the organization as a contribution to economic development at the cost of destroying the environment. As responsible citizens and change agents of society, it is a must-attend for those who believe in a sustainable society for us today, and for the generations to come in the future.

The vertical is eligible for cash prize.

Participants:
2 per team

Event Co-ordinators:
Ms. Shreya Rajgaria: +91 81588 88818
Ms. Jagjith Kaur: +91 84958 56604

FINANCE

FINTUALITY

*“Thinking beyond the science of
crunching numbers”*

If you know how to manage and invest your money wisely here's the time to show the world how good you are at it!

Take up the challenge of FINTUALITY to showcase your money-making skills and assess the worth of your knowledge about finance in puzzles. Furthermore, take your know-how about finance ahead by discovering clues carefully stashed away, all around the college campus.

Participants:

2 per team

Event Co-ordinators:

Ms. Jasmine: +91 96555 80329

Ms. Astha Chhajer: +91 95811 52200

HUMAN RESOURCE MANAGEMENT

SUPERNOVA

*“Human Resource isn't a thing we do,
it's the thing that runs our business”*

Human Resource Management is not what we do. It is the thing that drives the business. Competitive Spirit, Integrity, and the will to win.

HR vertical is a place for you to showcase your potential as a human resource management leader, manage performances efficiently.

Megaverse – Supernova tests the participants' acumen and aptitude to solve real-life business problems in the HR domain. The competition aims at challenging the inventiveness, ingenuity, and business intelligence of the participants.

Participants:
2 per team

Event Co-ordinators:
Mr. Shashank K S: +91 94817 39305
Ms. Sneha Vinod: +91 63032 94817

MARKETING

MARKEVERSE!

“The future is here”

The lights are turned on and the control is in your hands. Are you looking for a forum to showcase your marketing processes? So here we go! Wear your MARKETING hat and be ready to explore the future of marketing by competing with the best to be the best in the digital universe.

Raid various dungeons and complete missions to unlock the loot and become a legendary marketer of the MARKEVERSE.

Participants:

2 per team

Event Co-ordinators:

Ms. Vismaya Patra: +91 70082 67972

Mr. Karan Jaiswal: +91 62027 66164

BUSINESS ANALYTICS

VIRTUAL MATRIX

“Data - the new raw material of business”

If you believe that you possess technological skills and practice continuous iterative exploration, or if you are good at analysing business performance to gain insights for business planning, this is the most conducive place to put your knowledge to test.

Participants:
2 per team

Event Co-ordinators:
Mr. Preetham: +91 93807 72951
Ms. Ramya: +91 91104 51031

AVIATION

EXPLORING THE SKIES

“Uncharted strategic airline alliances”

As the economy continues to reel under the aftermath of the pandemic, there exists intense competition amidst unrest, due to war. Strategize unchartered alliances for airlines to thrive in the market.

Use your creative management skills to strategically pave the way for the future of the aviation sector.

The vertical is eligible for cash prize.

Participants:

2 per team

Event Co-ordinators:

Mr. Harshith K M: +91 96863 66800

Mr. Sai Pavan Reddy: +91 95732 26845

LOGISTICS & SUPPLY CHAIN MANAGEMENT

SUPERLUMINA

“The line between disorder and order lies in logistic”

The world is ready to receive deliveries through drones. Intelligent, technologically programmed, remote controlled devices are going to be part of Metaverse Logistics. Are you ready to take on the challenges and spread the benefits of Metaverse Logistics?

Offer your solutions to the overlooked errors in the Logistics and Supply Chain processes using all that you can, under Metaverse.

Participants:
2 per team

Event Co-ordinators:
Mr. Ujwal: +91 77958 14399
Mr. Surya: +91 77084 61301

SYSTEM & OPERATIONS MANAGEMENT

I=VERSE

“In God we trust; all others bring data”

When the virtual becomes real, you need to explore things which you don't even know exist at various digital locations. In this collaborative and virtual environment, are you geared up for the connected experience in the convergent systems and operations environment?

The vertical is eligible for cash prize.

Participants:

2 per team

Event Co-ordinators:

Ms. Nikhila: +91 94441 35588

Ms. Shalini: +91 97411 14856

CULTURALS

VASTAVIKTA

“Get into shape, break a leg, and work up a genuinely good time here with dance and music”

Culture is the arts elevated to a set of beliefs. It binds people together and gives every individual a unique identity. 'Talent hits a target no one else can hit. Genius hits a target no one else can see'.

The vertical is eligible for cash prize.

Participants:

Rhythmic Sizzlers:
Group Dance: 5-10 Members
Dance: Solo

Surkshetra:
Group Song: 3-8 Members
Singing: Solo

BBX Wars:
Beat Boxing: Solo

Event Co-ordinators:

Mr. Vishal Singh: +91 82960 23457
Mr. Suhail Sajjad: +91 94008 31458

SYNERGY

SIMULTAS

“Go beyond the ordinary, to push the boundaries collectively”

“Synergism is the idea that salvation involves some form of cooperation between divine grace and human freedom”

If you believe you are capable of converting 1+1 equal to 5 and can interact, co-operate, and contribute by working together, and if you can create a group that can outperform even its best individual member, give it your best shot to compete in synergy....

The vertical is eligible for cash prize.

Note:

There is no separate registration for this event. The participants who have already registered in other verticals are allowed to participate in this event.

Event Co-ordinators:

Mr. BC Saahil Kalappa: +91 91485 08619

Ms. Nikitha R: +91 96862 70578

RULES FOR PARTICIPATION

- All students are requested to carry their respective laptops, pen drives, & other gadgets for CRANIUM 2022.
- Students are required to carry their respective college ID cards without fail.
- Dress code: Business Formals
- Asynchronous learning may be required for certain rounds and events.
- Submissions received after the stipulated deadline will be considered void.
- Based on the requirements of certain rounds, all electronic gadgets will be required to be deposited and can be collected post completion of said event.
- Scores from the cultural vertical will not be considered for the cumulative score.
- CMS Business School, JAIN (Deemed-to-be University) reserves all rights to disqualify any individual/participant on grounds of violation of rules or misconduct. The decision of the organizers is final, and binding.

GENERAL RULES

- During the proceedings of the event, participants are supposed to report at the venue 15 minutes before the scheduled start of event for their respective verticals.
- Maximum of 2 teams from a college are allowed to participate in each vertical, and the scores for each team will be mutually exclusive.
- Cross-participation by any team in multiple verticals is not allowed.
- The registration fee is applicable per team and is non-refundable.
- The scores from the verticals having a cash prize as a reward are not considered in the cumulative score that appends to the eligibility of a college to compete in the Grand Finale held in Vietnam.
- The scoring pattern will be communicated to the participants prior to the commencement of the event.
- The top 3 colleges with the highest cumulative scores will get a chance to participate in the Grand Finale.
- Participants eligible for the Grand Finale should hold a valid passport. The cost incurred for VISA & INSURANCE needs to be covered by the participants themselves.
- Participants should be vaccinated with 2 doses of COVID vaccine and should carry the double-dose vaccination certificate while attending the fest. This is a mandatory requirement.

Note:

- Food and refreshments will be provided for all registered participants on the days of the fest.
- Accommodation will be provided for the participants from colleges out-side Bengaluru on the days of the fest.
- The Grand Finale dates may vary depending on the availability.

REGISTRATION FEES

Vertical Name	Fees per Event
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Core Verticals

Aviation	₹1,000/-
Business Analytics	₹1,000/-
Best Entrepreneur	₹1,000/-
Best Manager	₹1,000/-
Business Quiz	₹1,000/-
Corporate Social Responsibility	₹1,000/-
Finance	₹1,000/-
Human Resource Management	₹1,000/-
Logistics & Supply Chain Management	₹1,000/-
Marketing	₹1,000/-
System & Operations Management	₹1,000/-

Cultural Verticals

Rhythmic Sizzlers - Group Dance	₹1,000/-
Rhythmic Sizzlers - Dance Solo	₹500/-
Surkshetra - Group Song	₹1,000/-
Surkshetra - Singing Solo	₹500/-
BBX Wars - Beat Boxing	₹500/-

Combination

Combo of any 3 Verticals	₹2,100/-
Combo of any 5 Verticals	₹3,500/-
Combo of any 7 Verticals	₹4,000/-
Combo of any 9 Verticals	₹5,000/-
Combo of any 11 Verticals	₹7,000/-
Combo for all Cultural Events	₹3,000/-

Scan the below QR Code to Register



Link: <https://linktr.ee/cranium2022>

Reach Out to Us

Faculty Co-ordinators:

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Student Co-ordinators:

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CMSBSchool



CMS Business School





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DEEMED-TO-BE UNIVERSITY

CMS
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