Endeavour 2015 Management Fest

Tuesday, 31st March 2015

EVENTS

• Business Plan • Management Games • Case Presentations • Synthesis
• Debate • Just A Minute • Product Logo Design • Quiz • Ad Mad • LAN Gaming • Rangoli

Venue: TECNIA INSTITUTE OF ADVANCED STUDIES

- Tuesday, March 31st 2015

Organized By:

TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Recognized by UGC under Sec 2(f)
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An ISO 9001:2008 Certified Institute; Rated as 'A' by Govt. NCT of Delhi ; "A++" Category - Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B & IT Schools by Dalal Street Investment Journal

Genesis

"Everyone is unique like their fingerprint so, Don't try to fit in when you were born to **stand out**."

Endeavour is a creative initiative by the Tecnia Institute of Advance Studies to provide the platform where students from various streams can showcase their knowledge, skills and abilities. Endeavour promises to test grits, guts and grandeur & winners will be those who will be ahead of all odds with right blend of EQ & IQ. It provides an effective platform for students to unleash their managerial skills and showcase their talent

Keeping the trend in continuation, TECNIA announces "Endeavour – Management Fest" at college premises. It will be an assortment of various managerial activities to honour the student's interests, competencies and vivid skills.

Endeavour'15 is all set to be bigger and better, with new innovations and events guaranteed to pull in the crowds. The main highlights of the fest will be Business Plan, Quiz, Debate (English/Hindi),Case Presentation, Just A Minute (English/Hindi), Management Games, Synthesis, Ad Mad, Product Logo Design and Rangoli to check students' talent.

Objectives:
 ➢ To create awareness amongst students of Management, IT and Mass Communication about the contemporary issues.
 ➢ To search the talent among the students and to bring the various educational facets of the students to the surface
 ➢ To enhance their communication skills, shape attitudes and behaviour and ultimately prepare them for corporate roles.
 ➢ To enable students to sharpen their managerial knowledge & decision making skills.

Events:

➢ Business Plan	➢ Synthesis
➢ Case Presentations	➢ Just a Minute
➢ Management Games	➢ Product Logo Design
➢ Quiz	➢ Debate
➢ Ad Mad Show	➢ LAN Gaming
➢ Rangoli	

Events:

Quiz: If you think you know what others don't, here is an opportunity to stimulate your Grey cells. Brace thyself with the right knowledge, spirit, enthusiasm and attentiveness to play quiz, where you lock horns with other warriors from different colleges to emerge victorious. Information is power and power alone will determine who stand and who falls.

Case Presentations: The case study method of teaching is based on the fact that learning can best occur when the participant is involved in solving a problem which reflects a real life situation. It takes into account the fact that the basic role of a manager / administrator is to make and implement decisions. These decisions need to be based on such information as is available to him. Not always, however, he has access to unlimited information, and, therefore, the effectiveness of his decision rests on his analytical skills and on how best he can make use of the available information.

Management Games: In this competitive age, only the fittest can survive. Take challenges in various areas of management in the form of Management Games: Sales Gorilla, Board Room Battle, Role Play and emerge out as victorious.

Business Plan: If you think your plan to be like a metal, then prove it because every metal has to prove its mettle.

Ad Mad Show: Sell it if you can. Many a small thing has been made large by the right kind of advertising. It is your chance today to sell your product, if you can, by aggressive AD CAMPAIGN and throw your competitors at bay: Can you?

Debate: Speakers in the Firing line, jousting, thrusting and parrying - all for the Noble cause of defending a Topic. If you think that you have the ability to play with words and have the ability to speak on anything that is given to you, then this could be your chance to stardom in the language, that's it.

Just a Minute: If you are a crazy adventurous in TIME, show your presence of mind, think fast and speak quickly, do everything in JUST A MINUTE and stand winner.

Synthesis: It is a great to do a good work, but it is greater to present the same convincingly. You need to present your Project Report in the best possible way; you can WIN by edging over your friends.

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Product Logo Design: The Participant is provided with the product categories. The participants are supposed to design the logo for the product to develop the brand name. The one who will design and present the logo in best manner will win.

LAN Gaming: If you are crazy about the race, passionate about the speed, come, play and WIN.

Rangoli Competition: Rangoli is the traditional art of decorating courtyard and walls of Indian houses and places of worship. Vibrant colours depict the cultural richness which can be portrayed in various forms. Rangoli represent amalgamation of various colour to depict a theme. Rice, flour, Petals of various flowers such as oleanders, cosmos, roses and green leaves provide the artists the ability to work out various colour and patterns.

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Rules & Regulations

General Rules:

➢ All the participants are required to get themselves registered; else, they will not be entertained.
➢ Last day for internal registration will be 25.03.2015
➢ For external participants, registration can be done on 31stMarch, 2015 from 9:00 AM-10:00AM. However, prior confirmation for the event is required.
➢ All participants are required to be on time else their registration will stand cancelled.
➢ Information regarding the events will be available at the Registration Desk
➢ Entries in particular event will be strictly on first come basis.
➢ All participants are required to report 15 minutes prior to commencement of particular event.
➢ Late entries will not be allowed.
➢ Judges' decision will be final. Clarifications regarding the judgment will not be entertained.
➢ Stationery, special equipments, etc will not be provided and will not be compensated for as well.
➢ Participants are required to produce their College Identity Card on demand.
➢ Organizers will not be responsible for the security of participants' personal belongings.
➢ Participation Certificates will be provided.

Endeavour 2015 Management Fest

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Rules & Regulations

Quiz

(Venue: PG Auditorium, Timings: 11:30 AM-12:30 PM)
If you think you know what others don't, here is an opportunity to stimulate your Grey cells.

Rules:
- ➢ Maximum No. of participating teams: 10
- ➢ Number of participants per team: 2
- ➢ Quiz Master's decision will be final and binding upon all participating teams.
- ➢ If two teams have same marks in any round, Tie Breaker Question will decide the result.
- ➢ Use of any unfair means will lead to disqualification
- ➢ Entry is strictly on the first come first serve basis.
- ➢ The moment question is displayed on screen, the time to answer the question will start and the participants will be given 20 seconds to answer the question.
- ➢ Quiz will be based on General Awareness with regard to IT, Management and Media.
- ➢ There will be three rounds. Each round will be an elimination round.
- ➢ Seven teams will move from first round to second round and four teams will enter into final round.
- ➢ Marking Scheme: Correct answer   = +10
                          Incorrect answer =   -5
                  Left unanswered =   0

Endeavour 2015
Management Fest
Tuesday, 31st March 2015

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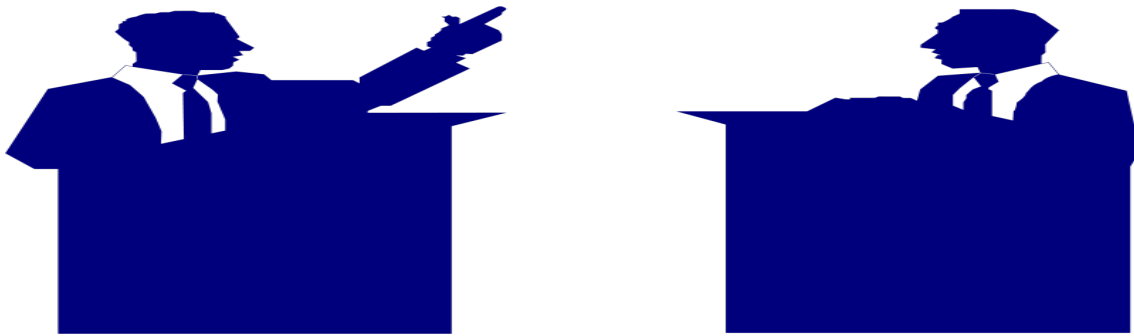• Debate • Just A Minute • Product Logo Design • Quiz • Ad Mad • LAN Gaming • Rangoli

Debate

The War of Words

(Venue: PG Auditorium, Timings: 12:30 PM-2:30 PM)

(**Topic:** Would be announced 30 minutes before the start of the event)

Speakers in the Firing line, jousting, thrusting and parrying – all for the Noble cause of defending a Topic.

Rules:

➢ Maximum no. of participating teams: 10
➢ Number of participants per team: 02
➢ Each team would have two speakers – one for and the other against the motion.
➢ Medium of speaking would be either English or Hindi.
➢ Individual will be given 4 minutes to put forward their arguments and 1 minute of interjection.
➢ There will be Negative Marking for exceeding time limit.
➢ Decision of Judges/Referees will be final and binding upon all.

Endeavour 2015 Management Fest

Tuesday, 31st March 2015

EVENTS

• Business Plan • Management Games • Case Presentations • Synthesis
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Just A Minute

(Venue: PG Auditorium, Timings: 2:30 PM-3:00 PM)
A Crazy Adventure In Time

Rules:
- Maximum no. of participating teams: 10
- Medium of speaking would be either English or Hindi
- Only one minute will be given to each participant.
- There will be Negative Marking for exceeding time limit.
- Decision of Judges/Referees will be final and binding upon all.
- Topic will be given on the spot.

Endeavour 2015
Management Fest
Tuesday, 31st March 2015
EVENTS

• Business Plan • Management Games • Case Presentations • Synthesis
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AD MAD Show
(Venue: PG Auditorium, 10:00 AM-11:30 AM)
Sell it if you can

Screening Round: Keep Thinking Marketing

1. In the round 1, the participants will have to come prepared & present an advertisement for a product/service of their choice.
2. Maximum no. of participating teams: 10
3. Time allowed to present your prepared ad(enact) will be Max. 3 minutes.
4. The ad prepared by the contestant must not contain any obscene words/any subject that hurts the feelings of a culture/ language/religion/region.
5. Negative Marking / Disqualification for any disobedience of rules.
6. The decision of the judge is final and abiding.
7. The participants will use their own stationary for the same
8. Team should have maximum two members.

Final Round: Impromptu

1. The selected top 5 teams will be competing in this round.
2. Topic will be given on the spot
3. Preparation time: 2 minutes
4. Enacting time: 3 minutes

Business Plan

(Venue: PG Seminar Hall, Timings: 2:00 PM-3:30 PM)
(**Topic:** Starting A New Venture)
If you think your plan to be like a metal, then prove it...Because every metal has to prove its mettle.

Rules:

➢ Maximum number of teams: 10
➢ Two members per team
➢ No student can be a part of more than one team
➢ One team cannot submit multiple entries
➢ Each internal team will submit the written plan on or before 23.03.2014 to the student coordinator in hard copy.
➢ However, the external teams may submit the same latest by 10 am on 31.03.2015 in hard copy at the registration desk.
➢ The cover page of the document should contain the following details. These details should not be mentioned anywhere else in the document.
  • Name of the team
  • Name of the members
  • Contact number and email id of each member.
  • Decision of Judges/Referees will be final and binding upon all.

INPUTS AVAILABLE TO THE PARTICIPANTS:

➢ Capital Outlay Inheritance – 1 million US $
➢ Function Trading / Manufacture & sales / Services
➢ Sector : Your Choice
➢ Locale : Your Choice
➢ REQUIREMENTS
➢ Concept of Business Plan
➢ Current Status :
➢ Market Size,
➢ Competition,
➢ Technology,
➢ Future potential,
➢ Societal linkages,

Endeavour 2015 Management Fest
Tuesday, 31st March 2015
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➢ Factor availability etc.
➢ Detailed Plans
➢ Resource requirement with costing,
➢ Time frames,
➢ Capital layout – Equity and Debt
➢ Operational plans,
➢ Project gestation period
➢ Projected Cash flows (5 years)
➢ Projected profit & Loss Statements (5 years)
➢ Future plans
➢ Each team will be given 8 minutes to give the presentation and 2 minutes for interjection.

Endeavour 2015
Management Fest
Tuesday, 31st March 2015
EVENTS

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Management Games
(Venue: Room No. 411,412,413 Timings: 12:00 PM-3:30 PM)

SALES GORILLA
- Maximum no. of participating teams: 10
- A team of 2 members
- Topics will be provided on the spot
- Teams are expected to present their selling skills. (English only)
- Preparation time: 2 minutes
- Enacting time: 5 minutes
- A warning bell will be ring after 4 minutes

BOARD ROOM BATTLE
- Maximum no. of participating teams: 5
- A team of 5 members (max.)
- Enacting Time: 10 minutes.
- The participants will have to assume themselves as the members of the Board of Directors and have to act accordingly.
- Team may choose from the list of available topics

ROLE PLAY
- A team of 2 participants (Max.)
- Topic will be provided on the spot
- A situation related to corporate scenario will be provided
- Language: English
- Preparation time: 2 minutes
- Enacting time: 5 minutes
- Alarming bell after 4 minutes

Case Presentation

(Venue: PG Seminar Hall, Timings: 10:00 AM-12:00 Noon)

Rules

- Maximum number of teams will be 10
- Number of members per team = 2
- Each team will be given 8 minutes to give the presentation and 2 minutes for Interjection.
- Decision of Judges/Referees will be final and binding upon all.
- There will be Negative Marking for exceeding time limit.
- Download the case from http://tecnia.in/Endeavour2015/download.php
- Teams will be given the problems/questions 45 minutes before the scheduled time to analyze and prepare the power point presentation.

Synthesis

(Venue: PG Seminar Hall, Timings: 12:00 Noon-2:00 PM)

➢ Maximum number of teams will be 10
➢ Presentation will be based on Project report in the area of management/IT/Media.
➢ No. of participants in a team –Individual
➢ Each internal participant will submit the Project report on or before 23.03.2015 to the student coordinator in hard copy (Max-5-6 Pages). However, the external participants may submit the same latest by 10 am on 31.03.2015 in hard copy at the registration desk.
➢ The cover page of the document should contain the following details. These details should not be mentioned anywhere else in the document.
     o Name of the participant
     o Contact number and email id of the participant.
➢ Each team will be given the 8 minutes to give its presentation and 2 minutes for Q / A Session
➢ Decision of Judges/Referees will be final and binding upon all.

Tuesday, 31st March 2015

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LAN Gaming
(Venue: MCA Lab-III Floor, PG Building, Timings: 10:00 AM-2:30 PM)

NFS (Need for Speed) Racing Game
➢ Entry fee will be Rs.50 per person for 1 time entry.
➢ Limited registration per person (Max. 3 times).
➢ Standard Print race per event.
➢ Max 4 person per race.
➢ Only1 winner per event.(every round is Knock out round).
➢ Winner moves to next round and so on.

Counter Strike
➢ Entry fee will be Rs.150 per team for 1 time entry
➢ Limited Registration per team(Max. 2times)
➢ First Person shootout
➢ Participants per team: 3 to 5
➢ Standard Bomb Defuse event
➢ Every shootout is knockout shootout
➢ Only winning team will go to the next round.

Product Logo Design

Confrontation of skills

In this the Participant are provided with the product categories. The participants are supposed to design the logo for the product to develop the brand name. The one who will design and present the logo in best manner will win.

Rules:

➢ Product category would be announced before the event.
➢ Each team will have one participant.
➢ Max teams on the final day: 20
➢ Plain drawing sheet and any other painting material required has to be brought by the participants.
➢ No glitter painting will be permitted.
➢ Time duration- 1 hour.

Rangoli

Enhance the beauty of Celebration

Rules

➢ Each team will have maximum three participants.
➢ Max teams on the final day: 10
➢ Time limit is 2 hours.
➢ Use of flowers, colours, etc is allowed.
➢ Designing should be done on the spot.
➢ Disqualification is possible if found cheating.
➢ Places will be allotted then and there.

For any further enquiry visit the website or mail us to endeavourtias@tecnia.in

Programme Schedule

Venue: Tecnia Institute of Advanced Studies, Madhuban Chowk, Rohini, Delhi		
Date & Day	31st March, 2015, Tuesday	
9:00 AM-10:00 AM	Registration	
9:30 AM-10:00 AM	Inauguration ceremony of the event	PG Auditorium
Event Schedule		
10:00 AM-12:00 Noon	Rangoli	PG Cafeteria Area
10:00 AM-12:00 Noon	Case Presentations	PG Seminar Hall
12:00 Noon-2:00 PM	Synthesis	PG Seminar Hall
2:00 PM-3:30 PM	Business Plan	PG Seminar Hall
12:00 Noon-3:30 PM	Management Games	Sales Gorilla-Room No. 411
		Board Room Battle-Room No. 412
		Role Play-Room No. 413
10:00 AM-12:00 Noon	Ad Mad Show	PG Auditorium
12:00 Noon-2:00 PM	Quiz	PG Auditorium
2:00 PM-3:00 PM	Just A Minute	PG Auditorium
11:30 AM-12:30 PM	Product Logo Design	Room No. 408
12:30 PM-2:30 PM	Debate	Room No. 409
10:00 AM- 2:30 PM	LAN Gaming	MCA Lab-III Floor, PG Building
3:30 PM-5:00 PM	Result Declaration & Certificates Distribution	PG Auditorium

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Registration Form

Name of the Institute/College:
_____
_____

Phone No._____ **Email:**_____

Faculty Co-coordinator: **Name:** _____ **Phone No.**_____

Case Presentations	1.	2.
Synthesis	1.	2.
Business Plan	1.	2.
Management Games-Sales Gorilla	1.	2.
Management Games- Board Room Battle	1.	2.
	3.	4.
	5.	
Management Games- Role Play	1.	2.
Quiz	1.	2.
Debate	1.	2.
Ad Mad Show	1.	2.
Just A Minute	1.	2.
Product Logo Design	1.	2.
Rangoli	1.	2.
Lan Gaming- NFS (Need for Speed) Racing Game	1.	2.
Lan Gaming- *Counter Strike*	1.	2.
	3.	4.
	5.	

I have read and understood the format of the events and gone through the contents of the rules and General Rules of "Endeavour 2015".
- *I hereby give my consent to register my name for the event.*
- *I take responsibility, that our performance will be in compliance with National Integrity and Social Sanctity and nothing objectionable is there in it.*

Signature : _____
Name : _____
Designation: _____
Seal : _____

Conference Patron
Mr. Ram Kailash Gupta

Management Fest Chief
Dr. A.K. Rathore - Director

Chief Convener
Prof. Rajesh Bajaj

Convener
Ms. Komal Gangi

Co-Convener
Mr. Rahul Tripathi

Organizing Committee:

Dr. Sandeep Kumar	Ms. Kanika Gupta
Mr. M.N. Jha	Ms. Neha Gupta
Dr. Ajay Pratap Singh	Dr. Trishu Sharma
Mr. Anil Rajoria	Ms Honey Shah
Dr. Namita Mishra	Ms Nivedita Sharma
Dr. Rajesh Agrawal	Mr. B.K. Mishra
Dr. Anjani K. Jha	Ms. Bhavna Madan
Dr. Vaibhav Bansal	Ms Priyanka Sarkar
Dr. Vishal Khatri	Dr. Vijay Singhal
Mr. Sachin Sabharwal	Ms Arti Bajaj
Dr. Vandana Raghav	Ms Rashmi Ishrawat
Dr. Mani Manjari	Ms Alka Batra
Dr. Surbhi Jain	Dr Shikha Singh
Ms. Deepshikha Sharma	Mr Mohit Tiwari
Ms. Geetika	Dr Jitender Rai
Ms. Sonia Ruhil	Ms Priyanka Setia

Tecnia Institute of Advanced Studies

Tecnia Institute of Advanced Studies is an ISO 9001:2008 Certified Premier Management Institute affiliated to Guru Gobind Singh Indraprastha University, Delhi since 1998, and approved by AICTE, Ministry of HRD, Govt. of India. We offer MBA MCA, BBA & BJMC programs. The Institute is recognized under Sec. 2(f) of UGC Act 1956; and Rated as 'A' category by JAC & Govt. of NCT of Delhi and 'A++' Category - Best Business School by AIMA - Business Standard & Business India Publications Surveys year after year & is included in Top 100 B – Schools & IT – Schools by Dalal Street Investment Journal.

It has ultra modern infrastructural facilities for imparting Value based Quality Education, Training, Research & Consultancy. The institute is committed to promote quality and excellence among the students. The Institute ensures that the system and procedures are of consistent quality, followed with precise rigidity. It envisions that future managers need to be equipped with advanced technical knowhow, skills and proper orientation so as to carve out a niche for themselves in this competitive environment.

The Institute has experienced faculty drawn from Industry and academia alike. It has well stocked central library having meticulously selected collection of books, journals and CD's on all subjects. It has 04 computer labs fully equipped with high end systems and a Mass Communication and Media Production Lab. The institute is quite responsive to adopting new` innovations in the field of computer education. The curriculum is a blend of what is being followed at leading Management Institutes in India and abroad.

Corporate Resource Center (CRC) of Institute organizes students training activities regularly for grooming and knowledge upgradation by way of focused activities from eminent experts from the academia and industry. It provides support to the students in placing them for their Summer Training and industrial projects that help the students to develop their professional careers by way of getting appropriate industrial exposure.

We have good students in 3 years full time MCA program, 2 years full time MBA program, 3 years full time BBA program and 3 years full time BJMC programs who have been selected after Common Entrance Test conducted by GGSIP University. We are proud to have given our students intensive training and set rigorous standards to combine knowledge with development of personality and business acumen through our curriculum. We are confident that they are fit for the best openings in the job market.

You can also refer to our Website: www.tecnia.in for detailed information.