



12th Management Academic Fest

ENDEAVOUR 2019

October 22, 2019
Organized By
Department of Management





Genesis

“Everyone is unique like their finger print 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 honor the student's interests, competencies and vivid skills.

Endeavour 2019 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 improve or expand one’s knowledge of things, either general or in specific area and enable students to think from different angles or simply ‘to think out of the box’.
- To allow students with real expertise and understanding as well as judgment to excel.
- To enhance the eye for details, to improve analyzing skills, to enable quick decision making, to make students cooperative and team players, and to give them long lasting impressions of the subjects, which they have learnt inside classrooms.
- To provide students a forum outside the classroom where they can develop skills in “pitching” their business ideas to capital providers and entrepreneurs and to receive constructive feedback.
- To acquaint the students about promotional strategies in marketing through advertisements and to showcase their creativity in Marketing products and services.



- To generate effective critical thinking into primary issues in the given topic.
- To develop Spontaneity i.e. think on the spot and express your thoughts and strengthening students ability in speaking skills as well as their oral interactive strategies.
- To get the overview of what the students learnt from real work of environment.
- To create a modern logo that would give a high-end feel, with a clever look and elegance all at the same time.
- To judge the computing and online gaming skills of the participants. .

Events:

Royale Battle Quiz: If you think you know what others don't, here is an opportunity to stimulate your Greycells. Bracethy self 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.

Battle of Barons-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.

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

Ballyhoo-Ad Mad Show: Sell it if you can. Manya 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?

Dialectic-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 star do min the language, that's it.



Just a Minute-Extempore Competition: 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-Summer Training Tutelage: 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 your friends

Trade Mark-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.



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 14.10.2019
- For external participants, registration can be done on 22 October, 2019 from 9:00AM-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 strict 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 equipment's 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.



Rules & Regulations

Royale Battle-Quiz

Race through a barrage of questions and emerge victorious. The quizmaster gets the questions rolling, and the scores zipping! It will be a platform not only for a challenge, but also for exchange of knowledge. Royale Battle-Quiz will engage not only participants but also the audience in sharing and learning information as participants will race against time to keep their scores up.

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 up on 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.



Dialectic-Debate

The War of Words

Arm yourself with word bazookas and bullets and Let the arguments begin! Dialectic- Debate is the quintessential debate to hone your debating skills against the best. Team up with a feisty interjector and win it all! The Dialectic will give the best platform to discuss, talk over, exchange views, argue, contest controvert for the avid Debaters to showcase their convincing pursuable skills and to raise the bar of thinking, discussion and discourse.

(Topic: Would be announced 30minutesbeforethe 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.



Just A Minute-*Extempore* Competition

Spur of the moment 'Just-A-Minute' extempore is a minute of perfection, worth the effort. The Candidate speak on the spot without premeditation or preparation on a given topic. The aim of the competition is to enhance communication skills, clarity of thought and ability to express one's own view point spontaneously.

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



Ballyhoo-Ad Mad Show

Ballyhoo- Ad Mad Show is an 'Advertisement Competition' to acquaint the students about promotional strategies. It comprises of conceptual ad presentation by the students. Students will act out on various advertisement central core idea, script, relevant story line for different sectors viz. automobiles and social awareness etc including FMCG, industrial product, goods and services. It can be hilarious or sensitive; it all depends on your creativity and Ad-sense, Imagination, passion.

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 minute



Cerebration-*Business Plan*

Cerebration- Business Plan is a Competition conceptualized with a vision of providing budding entrepreneurs a platform to showcase their business ideas. Put your innovation caps on and transform your ideas into reality. It will give you the golden opportunity to redefine the ordinary and check your entrepreneurship and innovation quotient along the way. The most creative, innovative and street-smart entrepreneur will win.

(Topic: Starting Anew 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 can not submit multiple entries
- Each internal team will submit the written plan on or before 10.10.2019 to the student coordinator in hardcopy.
- However, the external teams may submit the same latest by 10am on 10.10.2019 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 linkage
- 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.



Battle of Barons-*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, and Role Play and emerge out as victorious. Battle of Barons is the application of management techniques and strategies learnt during the course in bringing your team to beat the others. Be it selling a product, decision making or imitating role of others, one have to outperform the others.



SALESGORILLA

- 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 ringafter4 minutes

BOARD ROOMBATTLE

- Maximum no. of participating teams: 5
- A team of 5members (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

ROLEPLAY

- A team of 2 participants



- 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 minute



12th

DEPARTMENT OF MANAGEMENT SCIENCES
Presents Management Academic Fest

Endeavour 2019



Tuesday • 22nd October, 2019 • Tecnia Campus

ACADEMIC MANAGEMENT FEST



• Debate • Quiz • Ad-mad-show • extempore • business Plan •
Product Logo Design • Management Games • Summer Training Tutelage



Synthesis-*Summer Training Tutelage*

Syntheses- Tutelage is based on the summer training project, where one has to give presentations on STR, Project Report etc. It is a platform for students to enhance their knowledge and skills by presenting their ideas and research in a professional manner.



Rules

- Maximum numbers 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 10.10.2019 to the student coordinator in hard copy (Max-5-6 Pages). However, the external participants may submit the same latest by 10 am on 25.10.2019 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 participant
 - Contact number and email id of the participant.
 - Each team will be given 8 minutes to give its presentation and 2 minutes for Q / A Session
 - Decision of Judges/Referees will be final and binding upon all.



TradeMark-Product Logo Design

Even the best goods need help to stand out from the crowd of competitors, and a well-designed logo can make it happen. Consider what differentiates your brand from others in your industry, and use those USP's as part of your logo design. Trademark participants are given different product categories and they need to design the logo for that product. The design, conceptualization of logo as per the USP's of product in the best manner will win.

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



Registration Form

Name of the Institute/College:

Phone No. Email: _____

Faculty Co-coordinator: Name: Phone

No. _____

Quiz	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.
Debate	1.	2.
Ad Mad Show	1.	2.
Just A Minute	1.	2.
Product Logo Design	1.	2.

I have read and understood the format of the events and gone through the contents of the rules and General Rules of "Endeavour 2019".

- 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 therein it.

Signature:

Name:

Designation:

Seal:



Chief Patron

Dr. Ram Kailash Gupta

Management Fest Chief

Dr. Ajay Kumar–Director

Convener

Ms. Geetika

Co-Convener

Mr. Rahul Tripathy



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 ultramodern 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 student 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 throughout their curriculum. We are confident that they are fit for the best openings in the job market.