

# ***AIMA Management Fest 2019-20***

## **AIMA Management Fest 2019 - 20**

### **About AIMA Management Fest**

We all live for glory – personal and institutional

Keeping the above in mind, AIMA is creating a platform which would have students competing for individual and their institutes' glory. It would be a congregation of thoughts, ideas and skills in the healthy spirit of competition where individuals and institutes would be recognized and feted for their competencies and achievements.

### **Management Fest Competitions**

#### **Management Quiz Competition**

Team(s) from different institutes / universities can participate in Quiz Competition(s). No limit in the number of teams participating from an organization. In every group, team(s) of 2 members from the organization will participate in a written round of 15-30 questions. The best 6 teams from the written round will qualify for the on stage group final.

#### **Topic(s):**

- Quiz 1 - Marketing & Brand
- Quiz 2 - New Age Technologies
- Quiz 3 - Women Only
- Quiz 4 - HR and L & D
- Quiz 5 - Business Personality & Corporate Knowledge

#### **Case Study Competition**

A two member team of students from the same institutes is eligible to participate. Institutes are also free to nominate as many teams as they wish. The team(s) will make the PPT presentation (5 Minutes) before the panel of judges in the respective group. Thereafter the Jury will select winner from each group. The case study should be represented through audio visual means with lots of statistics and graphics.

#### **Topic(s):**

- Case Study 1 - Redefining HR Next: Disruption to Co-Creation
- Case Study 2 - Leadership in the Era of Disruption
- Case Study 3 - How to have sustainable Brands in the Digital World?
- Case Study 4 - Creativity in Organizations – Innovations & Entrepreneurial Environment

### *Business Simulation Competition ([www.AIMABizLab.com](http://www.AIMABizLab.com))*

Team(s) of maximum 2 members can be nominated by the institute. Multiple teams can also be nominated. Participating students will work as entrepreneur and represents an enterprise. A Hypothetical Business Case is presented to each team with economic data and financial reports. Each team works out of strategy in operations, marketing and finance and product development with an aim to reach the pre-set goal.

#### **Topic(s):**

- Competition 1 - Case 1
- Competition 2 - Case 2
- Competition 3 - Case 3
- Competition 4 - Case 4

### *Business Modeling Competition*

A two member team(s) of executive from the same organization is eligible to participate. The team(s) will make the PPT presentation (10 Minutes) before the panel of judges in the respective group. Thereafter the Jury will select winner from each group. The Business Model should be represented through visual means with lots of statistics and graphics. Managers are expected to do the following

- Articulate 3 strategic challenges of organizations / divisions face today
- Do a SWOT – Strength, Weaknesses, Opportunities and Threats of the situation
- Suggest a path-breaking, fresh and scalable idea to address these challenges
- Also draw an action plan with expected impact or result of the Action Plan with clear cut roadmap with timelines

#### **Topic(s):**

- Group 1 - Manufacturing & Production Companies
- Group 2 - FMCG / Consumer Durable / Retail Companies
- Group 3 - BFSI

### *Paper Add Design Competition*

Two member team of students will jointly design a paper add by hands on the given management topics:

#### **Topic(s):**

- Competition 1 - Case 1
- Competition 2 - Case 2
- Competition 3 - Case 3

○ Competition 4 - Case 4

*Management Fest - Format & Schedule*

AIMA	Day 1					Day 2							
Management Fest	Case Study	Quiz	Business Simulation	Business Modeling	Paper Advertisement	Case Study	Quiz	Business Simulation	Business Modeling	Paper Advertisement			
8.45 AM													
9.00 AM	Opening Ceremony												
10.00 AM						Group 3	Quiz 4	Group 3	Group 3	Group 3			
10.15 AM	Group 1	Quiz 1	Group 1	Group 1	Group 1	Lunch	Lunch	Lunch	Lunch	Lunch			
11.45 AM													
12.00 Noon						Group 4	Quiz 5	Group 4		Group 4			
12.15 PM	Lunch	Quiz 2	Lunch	Lunch	Lunch								
1.00 PM													
1.15 PM													
1.30 PM													
2.00 PM	Group 2	Quiz 3	Group 2	Group 2	Group 2								
2.15 PM													
2.30 PM													
3.00 PM													
3.15 PM						Closing Ceremony / Winner Announcement							
4.00 PM													

**Team Size for Competitions:**

- Quiz Competition - Team of 2 Players (Maximum 10 Team)
- Case Study Competition - Team of 2 Players (Maximum 5 Team)
- Business Simulation Competition - Team of 2 Players (Maximum 5 Team)
- Business Modeling - Team of 2 Players (Maximum 3 Team)

## *Prizes*

- AIMA Management Fest Champion\* Institute
- Gold, Silver and Bronze Medals for Winner of Each Competition
- Mr. and Ms. Management Fest\*\* Award

\* Institute with maximum number of medal points (For Gold – 5, Silver – 3 and Bronze – 1) would be crowned as AIMA Management Fest Champion 2019 - 20.

\*\* Ms. and Mr. Management Fest would be finalized on basis of maximum individual points won by them.

Note – In case of a tie, Quiz would serve as the tie-breaker.

## *Roles & Responsibilities*

### For AIMA

- Execution of Olympiad (All the Events)
- Digital Promotion on AIMA Platform
- Arrangements of Quiz Master
- Arrangement of Prominent Guest from AIMA (If Possible)
- Coverage in National Media (If Possible)

### For Institute

- Arrangements of Chief Guests / Guests in consideration of AIMA
- Local Promotion / Marketing with AIMA Approved Marketing Collaterals
- Participation from Maximum Institutes
- Arrangements of Jury in consideration of AIMA
- Accommodation arrangement of AIMA officials (If Possible)
- Gifts, Trophies and Medals arrangements in consideration of AIMA
- Coverage in Local Media with AIMA Approved Content
- Appointing single point contact for whole event
- All Infrastructure / Resource / Logistics Arrangement for Management Fest (Every Event)
- Volunteers on Each Level of Program

- Local Promotion and Marketing by sending Students / Volunteers to maximum institutes
- Food / Tea / Snacks arrangement for guests / jury / AIMA and LMS staff
- Decent Food and Stay arrangements of AIMA Officials
- Coverage in Local Media / Annual Magazine

### *Financial Engagements*

- A total Amount of INR 5 Lacs Plus GST to be paid to AIMA in advance.