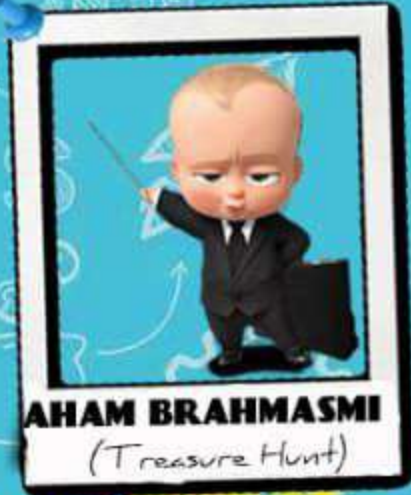


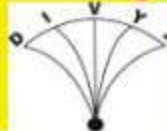


tieCoons'20
ESHAN Management Society.HMSD,
MMMUT
The Born Leader
23rd - 24th JAN



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MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY
GORAKHPUR

HUMANITIES AND MANAGEMENT SCIENCE DEPARTMENT

ESHAN MANAGEMENT SOCIETY



Tie Coons'20

THE BORN LEADER

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Day 1 23rd JANUARY

Inaugural Ceremony	Aryabhata Hall, ITRC	10:00 A.M.
Aham Brahmasmi	MB-201, BBA Classroom, HMSD	12:00 Noon
Admaniac	Aryabhata Hall, ITRC	1:00 P.M.
BizzQuizzTa (Round 1)	MB-201, BBA Classroom, HMSD	2:00 P.M.
Branding	Seminar Hall, HMSD	2:30 P.M.
Final Call	Aryabhata Hall, ITRC	3:00 P.M.
Youth Phoria (Round 1)	Karmarkar Hall, CSED	4:00 P.M.

Day 2 24th JANUARY

Talking Titans	MB-201, BBA Classroom, HMSD	10:00 AM
BizzQuizzTA	Aryabhata Hall, ITRC	10:30 AM
Youthphoria (Final Round)	Karmarkar Hall, CSED	11:00 AM
Management Conclave	MB-106, MBA Classroom, HMSD	12:00 Noon
Aham Brahmasmi (Final Round)	Aryabhata Hall, ITRC	12:30 PM
Dazzle	Karmarkar Hall, CSED	12:30 PM
Valedictory	Aryabhata Hall, ITRC	06:00 PM

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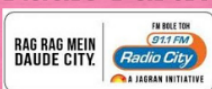
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TieCOONS'



AHAM BRAHMASMI (Treasure hunt)

"Aham Brahmasmi" is the event of treasure hunt with flair of management. A platform to showcase your management skills such as situation awareness, team work, analytical skills and decision making. We invite you to participate in the grand event and emerge VICTORIOUS.

Stages –

1. Question Answer Round (Winter Is Here)
2. Clue finding round (Picture) (Monalisa)
3. Physical activity (Beyond the wall)
4. Identifying the right clue (The Long Night)
5. Stress interview (Apun hi bhagwaan hai)

Rules and Regulations –

1. Three members in a team.
2. If found doing any fraudulent activity, team will be disqualified.
3. Question answer round will consist of multiple choice questions.
4. Use of vehicles is prohibited during the event.
5. All the rounds are elimination rounds.
6. All participants have to bring their resume along with them.
7. Other instructions will be given at the time of the event.
8. Decision by judges will be final and binding.

Event Coordinator:

Bhanu Srivastava

7905143772

Abhishek

8090203308



TieCOONS'



BuizQuizzTa (Business quiz)

Business has always been a struggle. The difference between winning and losing is most often – not quitting. There's always the motivation of wanting to win everybody has that. But a champion needs in his attitude, knowledge, a motivation above and beyond winning. Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them, relentlessly drive it to completion.

If you want to make people feel rare and extraordinary about you the TieCoons'20 provides you a platform to evaluate your business knowledge, talent and limitations.

Guidelines

- There can be two participants per team at maximum.
- The event consists of two rounds.

ROUND 1

- It comprises of 30 multiple choice questions from following sections: Current Affairs, Business World.
- The duration of round 1 will be 30 minutes.
- Top 5 teams will qualify for the next round.

ROUND 2

- Audio visual round.

Note: Decision by the Judges will be final.

Event Coordinator:

Rishabh Dubey (MBA 2ndyr)

9695976233

Pragati Srivastava (MBA 2ndyr)

9807720671



TieCOONS'



Branding

GUIDELINES for BRANDING:

1. There will be maximum three participants in one team.
2. The event consists of two rounds.

Round 1:

1. Participants will be provided an image and they have to identify the brand name and give its tagline.
2. The four highest scored team will move forward to the second round.

Round 2:

1. The selected teams will be provided some products/materials and from them they have to create their own brand name, logo, decide the selling price, marketing and promotion of their brand within the campus.
2. The scores will be done on the number of products sold.
3. The product/material can vary with team to team.

Note: there will be other criteria also for the judgment and the decision by judges will be final and binding.

Event Coordinator:

Rashmi Gupta (MBA 2nd year)

7007403989

Jigyasa Singh (MBA 2nd year)

9818539412



TieCOONS'



Dazzle (Business Plan)

Rules and Regulations:

1. Maximum 5 Members in Single Team. Individual participation is also allowed.
2. 10 Minutes will be given to each Team for their Business Presentation and Additional 1 Minute for Concluding & 2 Minute for Question Answer Round.
3. No Restriction for Number of Slides.
4. The decision by the judges will be final

Note: All the participating teams must submit a soft copy of their plan on the below mentioned email before 9:00 AM, 24th January 2020. Email id: mdjilani07naj@gmail.com

CORE ELEMENT OF BUSINESS PLAN

1. Overview & Introduction of Plan and its Scope
2. Vision, Mission & Objective of Business Plan in Context of Societal & Economical.
3. Financial Planning, Financial Budgeting and Funds Allocation for Plan. (Maximum-1 Crore, Minimum no Limit)
4. Human Resource Planning and Structure for Business
5. Marketing Strategies and Channels for Business
6. Business Operational Planning & Operational Structure
7. Planning for Technology & Information System in Your Business Plan

JUDGEMENT CRITERIA

SL NO	DISCRIPTION	POINTS
1	Applicable in Resolving Societal Problem	10
2	Feasibility of Plan	10
3	Presentation Skill	10
4	Contents Of Plan	10
5	Question Handling Skill	10
	TOTAL	50

Event Coordinator(s)

Mohd. Jilani (9810298804)

Alok Kumar Pal (9918533040)



TieCOONS'



Final Call (Situation reaction)

“OUR REACTION TO A SITUATION LITERALLY HAS THE POWER TO CHANGE THE SITUATION ITSELF”

Situation and Reaction is the most and interesting part of any business activity. It presents the people with a situation and asks them to present a suitable reaction. The reaction has to be such that it doesn't have any negative implication for the situation.....so let us begin it with Tiecoons'20, which provides you an opportunity to show your talent

GUIDELINES

- ✓ There will be maximum two participants in one team.
- ✓ The event consists of two rounds.

Round 1:

1. Participants will be provided an image and after that they have to give their answer by understanding it. (verbally)
2. Each participant will be provided 3 minutes: 1 minute for analyzing the image and 2 minutes for their answer.
3. Participants qualifying round 1 will move forward to the next round.

Round 2: Participants will be provided a particular situation and they have to give a suitable reaction (verbally).

1. Each participant will be provided of 3 minutes: 1 minute for reading the situation and 2 minute for their answer.
2. Situations can be based on psychological aspects or business world.

Note: Judges Decision is final and binding.

Event Coordinator(s):

Ekta Tiwari (MBA 2nd year)

9304125903

Manisha Kannaujiya

9696858915



TieCOONS'



Talking Titans (Extempore)

Rules & Regulations for participation:

- Topic will be provided to the participants at the time of the event.
- 2 minutes will be given for preparation about the topics.
- The participants need to deliver their speech in the next 2 minutes.
- The speech is intended to reveal a competitor's ability to develop a point of view on a general topic and to deliver speech within limited preparation time.
- A warning bell will ring by the end of 1 ½ minutes.
- The decision by the judges will be final.

Judgement Criteria:

1. Approach/Departure
2. Appearance
3. Self-confidence
4. Voice projection/Inflection
5. Enunciation
6. Facial Expressions
7. Gestures
8. Clarity in idea presented

Event Coordinator(s)

Shubham Srivastava (MBA 2nd year)

8115379890

Neha Chauhan (MBA 2nd year)



TieCOONS'



Dazzle (Business Plan)

Rules and Regulations:

1. Maximum 5 Members in Single Team (in between 1 to 5) and/or If You Wish to participate Individual You are allowed.
2. 10 Minutes will be given to each Team for their Business Presentation and Additional 1 Minute for Concluding & 2 Minute for Question Answer Round..
3. No Restriction for Number of Slides.
4. In Case of any Doubts and Clarifications the Judge's Decision shall be Final and Binding. Changing Teammates at Any Stage of the Competition for any Reason Whatsoever is Strictly not Allowed.

Very Important: - All the Participating Team Must Have to Submit Your Soft Copy of Business Plan to the Business Plan Event Coordinator (Mohd. Jilani) Before 9:00 AM on (24 th January 2020) Starting Day of the Event You Can Email it on: mdjilani07naj@gmail.com

Core element of Business plan

Business Plan PPT should contain following Segments

1. Problem Statement
 2. Overview & Introduction of Idea and its Scope
 3. Vision, Mission & Objective of Business Plan in Context of Societal& Economical.
 4. Market Overview
 5. Competitive Landscape and Analysis
 6. Financial Planning, Financial Budgeting and Funds Allocation for Various Business Operations (Maximum 20 Lakh, Minimum no Limit)
 7. Human Resource Planning and Management Structure.
 8. Marketing Expansion Strategies and Marketing Channels.
- Presentation: Each group will have to present an idea and need to describe their vision towards that idea like what kind of marketing strategy they will implement and they will be having a virtual funding of maximum Rs 20 Lakh so they need to do budgeting as well.
- Note: Please carry the hardcopy of B-Plan as it's to be submitted to the Jury members (Mandatory)

JUDGEMENT CRITERIA

SL NO	DISCRIPTION	POINTS
1	Applicable in Resolving Societal Problem	10
2	Feasibility of Plan	10
3	Presentation Skill	10
4	Contents Of Plan	10
5	Question Handling Skill	10
	TOTAL	50

Event Coordinator(s)

Mohd. Jilani (9810298804)

Alok Kumar Pal
(9918533040)



TieCOONS'



Youthphoria(Debate)

“Serving my generation with excellence will in turn mean my generation can lead with excellence.”

— Onyi Anyado

Rules and regulation:

1. There is individual participation invited in this event
2. The event will proceed in 2 rounds

Round 1: (turn coat)

1. Each participant will be provided with a topic on spot.
2. The participants have to speak for 2 minutes on the topic provided: 1 minute in the favour of the topic and 1 minute against the topic.
3. Qualified participants will move to the next round.

Round 2: (Debate)

In this round two delegates will be paired and given a country to represent. The topics for debate will be given a day before this round, against another team.

The decision made by the panel of the judges will be final.

Event Coordinator:

Faisal Masood Khan

7081829942

Ekta Tiwari

9304125903