



Sultanate of Oman  
Ministry of Manpower  
SHINAS COLLEGE OF TECHNOLOGY

مِنَاطِئَةُ عُومَانِ  
وِزَارَةُ المَوَازِينِ  
الكلية التقنية بشناص



## Business Studies Department

# SYNERGY 2018

*"An InterCollegiate Affair where BSD Students and Staff from different institutions/colleges/universities across Oman are invited."*

**Monday, March 19, 2018**

**8:30 AM- 3:00 PM**

*Competitions included*

**Best Manager  
Competition**

**Business Quiz**

**Battle of  
Marketing  
Strategies**

**On-the-Spot  
Logo Competition**

The Business Studies Department (BSD) is organizing a professional event for students titled "Inter - Collegiate Management Meet" to bring out the inherent talents of potential young budding managers.

The event is an ideal platform for students to showcase their managerial talents, collaborate and compete with other students. It is a chance to bring out their skills and enable them to create innovative ideas in their field of study.

## **OBJECTIVE**

The proposed event will serve as a platform:

1. To bring out the inherent talents of the potential young budding managers;  
and
2. To enhance knowledge, competitive skills and enable students to create innovative ideas in their field of study.

### **1. Best Manager Contest**

Best Manager Contest (BMC) is a professional career molding tool for determined students. We aspire to build a proficient, self-motivated and independent youth capable of designing one's own future.

In this management game, participants will be judged based on various parameters like analysis and critical thinking, interpersonal capability and collaboration, decision making and leadership quality, creativity and innovation, individual behavior, knowledge and skills required for a managerial post. It consists of four (4) rounds.

Number of participants: three participants per college (maximum)

Round	Name	Description	Participants	Time	Moving to the next round
1	<b>Data Analysis and In Basket Exercises</b>	To test analytical capability and critical thinking <ul style="list-style-type: none"> <li>□ Written test and</li> <li>□ In basket exercises</li> </ul>	Maximum 3 members from each college	20 Minutes (preparation time for in basket exercises: 5 minutes)	The best 2 participants will be selected from each team to move to the next round.
2	<b>Group discussion</b>	To test personality traits, subject knowledge, leadership quality and communication skill	2 members in one team will be paired with another team (3 group discussion sessions)	8 minutes for each session (preparation time: 5 minutes)	The best one participant from each team will be selected for the next round.
3	<b>Role play</b>	To test the confidence, listening skills, interpersonal effectiveness and creative problem solving	1 member from each team paired with another member from other college	7 minutes for each team (preparation time: 5 minutes)	The best participant from each team will be selected.
4	<b>Crafting strategy and presentation</b>	To test the decision making capability, crafting strategy and presentation skills	3 successful members from the last round	7 minutes for each person(5 minutes presentation and 2 minutes question and answer session) (preparation time: 5 minutes)	One winner and one runner will be selected based on the overall score.

The competition is open to all business students.

## 2. Business Quiz

The quiz will cover topics ranging from general knowledge to current affairs globally. Participants will have to answer both verbal and visual questions.

Number of participants: one team per college

Maximum number of participants: 3

The competition is open to all business students.

## 3. Battle of Marketing Strategies (Igniting minds)

### ROUND 1:- THE ULTIMATE SALES TEAM

A marketer always has a sense of responsibility towards the society; he cares his territory, region country from which he earns his bread & butter. The pressure on young marketers today is far greater than ever before in terms of marketing skills, social skills, negotiating skills, personality and more importantly, delivering values to customer. So marketers need to be strong, physically fit because marketers always get weighed every time they come into the field.

As an event management company you **are required** to prepare a marketing plan report for organizing an event "**Camel Race**". This project you have to sell to a NGO "Little Angels ". This NGO works for generating **Revenue** to donate in a charity to provide education to pure & orphan babies in Oman. You have to prepare a detailed marketing plan report and present before this NGO for accepting your project. The catch is that how best you plan the entire event.

As a marketing manager you have to prepare a detailed marketing plan for the successful execution of the event.

### Points to be considered

1. What name you would like to give to the event.
2. How will you conduct "Marketing Research" to identify potentiality of this event
3. Explain in detail "Marketing Mix" plan.

<b>Product</b> <ul style="list-style-type: none"><li>• What experience you give to customers □ How you create Brand of this event.</li><li>• Design attractive LOGO for the event</li><li>• What are the features of this event</li><li>• What Services you provide</li><li>• What resources are required to organize this event?</li></ul>	<b>Place</b> <ul style="list-style-type: none"><li>• In which place you would like to organize this event.</li><li>• What are the reasons to select proposed place.</li><li>• What are your Positioning plans for this event?</li></ul>
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<p><b>Price</b></p> <ul style="list-style-type: none"> <li>• What pricing strategies you will follow.</li> <li>• What will be your Cost and Revenue?</li> <li>• Do you provide Allowances and discounts</li> </ul>	<p><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• What is your Advertising plan</li> <li>• Which are the different media will you choose for advertising the event.</li> <li>• What message you want to give in your promotion.</li> <li>• Prepare an attractive News Paper advertisement for the event.</li> <li>• What are your plans for Public relations</li> <li>• How will you make Publicity</li> </ul>
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4. Who will be your Target audience? Justify with reasons.
5. How much revenue is expected from the event?

**Rules of the round:**

- Number of participants 3.
- Participant should send the marketing plan report one week before the event.
- Participants should prepare PPTs with maximum of 15 slides for presentation.
- 15 minutes will be given for the presentation followed by 5 minutes of question answer session.

**ROUND 2: BATTLE OF THE WARRIORS**

Competition is the biggest hurdle in the way of marketers. Today's is the customer centric market, for every product lot of alternatives are available in the market. Marketers need to struggle a lot to reach customer. They have to keep an eye on the every movement of the competitors. They have to study deeply the strengths & weakness of competitors; at every stage they should build the strategies to beat the competition.They need to fight with their rivals to gain customers.

Participants are made to sit in a round table group discussion to justify and sell their marketing plan for Camel Race. In this group discussion they have to prove how their idea is better than others, for that they have to argue with other groups (attack & counter attack) find out their weaknesses prove and justify that your marketing plan is ideal.

**RULES OF THE ROUND 2**

- The discussion should be healthy
- When one participant is speaking no one should interrupt him.
- Participants should raise the finger to put their point in the discussion.
- Total time allotted for the group discussion is 30 minutes.
- Group discussion will be controlled by the moderator for smooth proceeding.
- Marks will be allotted based upon the quality of argument.

## **After 2<sup>nd</sup> round 3 teams will be eliminated**

### **ROUND 3: CHECK & MATE**

Marketers need to prove themselves as best at every stage. They should possess strong communication skills, team building skills, analytical skills, creativity & innovation, convincing skills to be promising sales professionals. With these skills they will qualify for all the battles ahead.

In this round the participants (All 3 Members) are called for a personal interview with the NGO "Little Angels" to sell their camel race project, they have to thoroughly prepare a feasibility report to convince the NGO. Question answer will be carried out between the NGO Board and event managers.

## **4. On-the-Spot Logo Competition**

Date and Time: March 12, 2018 / 10:00 – 11:00 AM

Venue: Main Building- Lobby

Purpose: To be able to develop the student's knowledge and skills in designing posters and make use of the training given to them.

Details:

1. The competition is open to all business students.
2. Individual Participation
3. The organizers assume that the participants will:
  - a. Create a logo on-the-spot based on the theme provided by the organizers.
  - b. Design an original, unique, creative and/or innovative poster concept.
  - d. Adhere to the guidelines/mechanics provided by the organizers, i.e., theme, time, content and structure.
4. The judges will determine the winner of the competition based on a criteria set by the organizers.

## **5. Award of Winners**

A certificate of recognition will be given to a winner and a runner-up from each competition. All participants will receive a certificate of participation.

The last day for registration is on **Wednesday, February 28, 2018.**