

KIRLOSKAR INSTITUTE OF ADVANCED MANAGEMENT STUDIES (KIAMS)

OPERACY 2008 – ALL INDIA MANAGEMENT MEET

DETAILS

KIAMS is organizing OPERACY 2008 – All India Management Competition for the students of B-Schools and young working managers from the corporate world.

The competition comprises of

1. The Insight: Part 1 – Submission of written papers.
Part 2 – Presentation of papers by the authors of the selected papers.
2. The Matrix: Management games.

The topics for the B-Schools for paper writing are:

1. **Public relations: The most misunderstood and underutilized marketing function.**
2. **Ethical and Permission Issues in viral marketing.**
3. **Sub prime crisis in U.S and its impact.**
4. **Consolidation in Banking sector (Merger and Acquisition).**
5. **Emotional Intelligence.**
6. **Employee Engagement and Productivity.**
7. **Corporate Ethics is paper stuff.**
8. **Competitiveness of Outsourcing Agencies.**

The topics for the Young Managers for the papers are:

1. **Loyalty Management in competitive world.**
2. **Brand Revitalization: With competition hotting up India experiencing company's makeover.**
3. **Commodity future market in India.**
4. **Inflation Targeting: the role of central bank.**
5. **Talent Management**
6. **Role of H.R during merger and acquisition**
7. **Creativity and exploration is always at the cost of production**
8. **Leadership crunch**

PARTICIPANTS

Students of the first year or second year of any B-School and young managers with three or less than three years of work experience can participate in Operacy 2008. Each team can comprise a maximum of two members. The authors of a paper should be students of the same B-School or employees of the same organization. **Any number of teams from a B-School/Company can participate in the competition, but each team has to register separately. One team can submit only one paper.**

A panel of judges will evaluate the submitted papers. The shortlisted teams (both from B-Schools and young managers) will be invited for an oral presentation of their paper, and to participate in the management games at the KIAMS campus, Harihar on 11th and 12th of October 2008

PRIZES

B-Schools

First Prize : Rs 20,000
Runners up: Rs 10,000

Young Manager

First Prize : Rs 20,000
Runners up: Rs 10,000

The team that stands overall first will be awarded the KIAMS rolling trophy

REGISTRATION

Teams desiring to submit papers should register by sending e-mail to **operacy@ gmail.com** or **operacy@kiams-hrr.org**(in the subject, please mention "Registration for Operacy 2008"). It should include the following details:

- ✓ Name(s) of team members
- ✓ Name of the organization (Institute/Company)
- ✓ Topic chosen
- ✓ E-mail id's of team members
- ✓ Telephone contacts of team members
- ✓ Postal address of team members

The last date for registration is 5th September 2008.

There is no entry fee. Free lodging and food will be provided for participants called for final presentations. Participants will be reimbursed second class train/bus fare to and from KIAMS by the shortest route.

THE INSIGHT- Paper Presentation (Round 1)

Part One: Submission of papers

Papers should be an original creation of the authors. Guidelines for writing and submitting written papers and the evaluation criteria are given separately.

Last date for receiving of hard copy along with a soft copy (detail mentioned below) by post is 16th September 2008.

Part Two: Presentation of Papers

Panels of judges will shortlist the best papers from part one. Authors of the short-listed papers will be invited for an oral presentation of their papers. The criteria for evaluating the presentations are given separately.

THE MATRIX: Management games (Round 2)

Management games will be conducted on 11TH & 12th October 2008. The games have been designed to test team skills and creative thinking of the participants. Further details will be provided to the teams on their arrival at KIAMS.

The points obtained in round one will be added to the points obtained in the second round. The team with the highest total in each category will be declared the winner in that category (i.e. B-Schools and young managers).

• Important dates

| | |
|--|---|
| Last date for registration | : 5th September 2008 |
| Last date for the submission of papers | : 16th September 2008 |
| Intimation to the selected teams (by e-mails) | : 28th September 2008 |
| Operacy dates | : 11th and 12th October 2008 |

Guidelines and Evaluation Criteria

Writing Papers

- Papers should be printed on A4 size using 1.5-line spacing and should be printed on single side. The preferred font is Arial of size 12. **The number of words of the paper should be between 3000 to 5000 words.**
- The first page should be the title page. It should contain the title of the paper, names of the author(s), the e-mail, and postal address of one of the team members and the name of the B-school/Company. **The names of the author(s) or their Institution should not appear anywhere else in the paper.**
- The paper should start from page 2. This page should include the title of the paper followed by an Executive Summary not exceeding 500 words. The main body of the paper should follow the Executive Summary.
- Two identical hard copies of the paper, along with a soft copy (processed on Ms Word) on a compact disc should be sent by Regd. Post/courier to:

(Preferably by DTDC or Professional Couriers)

Mr. Jugal Doshi (Student Coordinator-Operacy)
Kirloskar Institute of Advanced Management Studies,
Harihar – 577 602 (KARNATAKA)

Evaluation of Written Papers

A panel of judges will evaluate the written papers. The maximum points for evaluating the written papers are as follows:

| | |
|--------------------------------------|-----------|
| Scope | 20 |
| Substance & treatment of the subject | 20 |
| Style of presentation | 10 |
| Total | 50 |

Based on the points the best papers will be selected. Their authors will be intimated around 28th September 2008. The authors of the best papers will make an oral presentation on 11th & 12th October 2008 at KIAMS, Harihar. The points obtained for the written paper will be carried forward to the next round.

Evaluation of the Oral Presentations

One or both the members of the invited teams can make the presentation. The duration of the presentation will be 20 minutes followed by 10 minutes for questions by a panel of judges and by the audience. Presentation aids like overhead projector (OHP) and LCD projector with MS-Power Point software will be provided. **However, participants are encouraged to make their presentation in MS-PowerPoint.** The maximum points for evaluating the oral presentations are as follows:

| | |
|-----------------------|-----------|
| Substance | 20 |
| Presentation style | 15 |
| Questions and Answers | 10 |
| Time Management | 05 |
| Total | 50 |

Evaluation criteria for Matrix will be intimated to the participants at the time of the event.

The weightage on the final day of Operacy is as follows:

The Insight: 70%

The Matrix: 30%

In case of any dispute, in any event, the decision taken by the Operacy team will be final.

For clarifications, if any please contact:

Mr. Jugal Doshi/ Ms. Rashmi Kauntia
(Student Coordinators - Operacy)

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