



Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune

THE ACADEMIC WEEK

Date:- August 03 to 10, 2019

The academic week is a boon for students who have been enduring their classes and juggling from one assignment to another. This is the time for them to loosen up and drop their big boy shoes so that they can be introduced to the fun offered to them at SIBM, Hyderabad. Students from all the four verticals were thrilled and overjoyed by all the 6 events conducted by the respective academic clubs. From Brand Wars to mock parliament the Academic week was a saviour for many students from their day to day life of studies and assignments.

The 7PM Club, Humanalaya Club, Mint Club and Op\$-era Club went all out in organising their events and made sure that all the participants would be filled with joy and bliss by the end of the week.

The week was kicked off with the marketing event by 7PM - The Marketing Club. The teams were given a taste of the corporate world, where the participants had to perform tasks such as product promotion, highlighting the negatives of the opponent's brand and counter allegations on their own brand. It was followed by a round called swap it! in which teams had to adopt their opponents advertising appeal and advertising strategy into their own brand. The last round was **“Make a Baby”** where both the opposing brands have to work together and come out with a new product including both the brands without losing either brand's essence. It put the participant's creativity to a test and gave a chance to everyone to let their imaginations run wild.



The ultimate war of brands organised by 7PM - The Marketing Club

Humanalaya - The HR Club conducted HR Pedia 3.0 which was loved and adored by many. They kicked it out with “link the link” which tested the participants knowledge of various HR processes. **“Hiring Game – Employee Na Milega Dobara”** was the

second round in which contestants had to bid for employees for various positions in their organisation according to their requirements. The final round consisted of role plays in which participants had to inn act and defend the situation in which they were in. All the contestants had ample amount of fun and they ended the day with a bang.



HR Pedia 3.0 organized by Humanalaya - The HR club

Symbiosis Stock Exchange, the event organised by the Finance club, MINT was a trading platform where different clubs of SIBM-H like Anthardwani, Dauntless, InkQuisitive etc. were traded as stocks. The participants had to buy and sell stocks in each round based on various news published in a particular round using the capital amount given to them. This was a highly informative event in which the participants got to understand the know-hows of a stock exchange and were challenged to be spontaneous and alert in order to push their net worth higher and higher.



Symbiosis Stock Exchange organized by Mint - The Finance Club

Op\$-era, the event by the operations club, made everyone put on their thinking caps. Starting with matching operations jargons with their meanings, testing the team work in crafting different kites, to challenging their creativity in making various iterations of Lego houses, the event left everyone wanting more.



Optima 2K19 organised by OP\$-ERA - The Operations Club

Megamind, the event conducted by Samarthya which kicked off the day with an online quiz followed by Turncoat in which the participants were asked to speak in favour or against their topic and at any moment they were asked to provide counter points for the sides they chose. The last round was called 911! which tested the participants critical thinking and problem-solving skills by making them encounter challenging situations. The contestants were filled with glee and exuberance by the end of the day.



Megamind organised by The Samarthya Club

The thrilling week came to an end with the mock parliament event by the InkQuisitive team. The lecture theatre was transformed into a parliament house with students debated on whether or not to pass the bill on topics such as revoking section 370, free public transport for women, etc. The participants had a fruitful and healthy debate with smart and timely responses.



Game of Houses organised by The InkQuisitive Club