



JEPPIAAR

ENGINEERING COLLEGE

(Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 119)

DEPARTMENT OF MANAGEMENT STUDIES

Cordially Invites you to the

NATIONAL LEVEL

MANAGEMENT SYMPOSIUM

JET ALEXANDRA '24

WITH THE BLESSINGS OF

(LATE) Hon. Col. Dr. JEPPIAAR. MA., B.L., Ph.D.
FOUNDER, JEPPIAAR EDUCATIONAL TRUST.

UNDER THE GUIDANCE OF

Dr. REGEENA J MURALI. B.Tech., MBA., Ph.D.
CHAIRMAN & MANAGING DIRECTOR,
JEPPIAAR GROUP OF INSTITUTIONS.

WITH THE SUPPORT OF

Dr. SHALEESHA A STANLEY. M.SC., M.Phil., Ph.D.
DEAN-ACADEMICS, JEPPIAAR ENGINEERING COLLEGE.

Dr. K. SENTHIL KUMAR. M.E , Ph.D , FIE , MISHREA , MISTE
PRINCIPAL. JEPPIAAR ENGINEERING COLLEGE.

Dr. J. JEBASTINE. M.E , Ph.D.
VICE PRINCIPAL. JEPPIAAR ENGINEERING COLLEGE.

IN THE PRESENCE OF

Dr.R.AKILA MBA., M.Phil., Ph.D.
HEAD OF THE DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
JEPPIAAR ENGINEERING COLLEGE.

FRIDAY,
22nd MARCH

2024

Time: 10:00 AM
Venue: Library Block

join us!

ACKNOWLEDGEMENT

We would like to express our heartfelt gratitude to everyone who contributed to the grand success of JET ALEXANDRA 2024, our one-day MBA symposium organized by the Department of Management Studies, Jeppiaar Engineering College. The event was a true reflection of teamwork, dedication, and academic spirit, and it would not have been possible without the support of several individuals and departments.

First and foremost, we extend our sincere thanks to our respected Principal, Principal Dr. K. Senthil Kumar. ME, Ph.D, FIE, MISHREA, MISTE Principal of Jeppiaar Engineering College, for granting us the opportunity and resources to organize this symposium. We are equally grateful to our Head of the Department, Dr.R.Akila M.B.A., M.Phil., Ph.D., whose continuous encouragement, guidance, and belief in student leadership inspired us to take this initiative and bring it to life.

Our heartfelt appreciation goes to the chief guests, speakers, panellists, and judges, who enriched the event with their valuable insights and presence. Their contribution added immense academic and professional value to the symposium, motivating the students to aim higher in their managerial journey.

We are deeply thankful to our faculty coordinators and mentors, who supported us at every stage—from planning and logistics to execution and follow-up. Their patience, suggestions, and timely interventions helped us stay focused and organized throughout the preparation.

Lastly, we thank our fellow students, volunteers, and participants who put in untiring efforts, creative ideas, and unwavering enthusiasm to make this event memorable. It was truly a team effort, and we are proud to have successfully conducted JET ALEXANDRA 2024, created a platform that encouraged learning, leadership, and collaboration.

National Level Management Symposium

JET ALECANDRA 2024

| Time | Session |
|-------------|---|
| 9:30 AM | Registration |
| 10:00 AM | Inauguration Ceremony |
| 10:30 AM | Keynote Address by judges |
| 11:00 AM | Technical Events |
| 12:00 PM | Non-Technical Events |
| 1:30 PM | Lunch Break |
| 2:15 PM | Workshop / Activity Session |
| 3:30 PM | Valedictory Ceremony & Certificate Distribution |
| 4:00 PM | Vote of Thanks |

STRUCTURE OF THE EVENT


INTRODUCTION

The **Department of Management Studies** at **Jeppiaar Engineering College** proudly organized a one-day intercollegiate symposium titled “**JET ALEXANDRA 2024**” on **22nd March 2024** at the **Library Block, Jeppiaar Engineering College**.

The symposium was envisioned as a dynamic platform for MBA students across institutions to showcase their managerial, analytical, and creative skills. The event featured a wide array of **technical and non-technical competitions**, such as **Adzap, Best Manager, Treasure Hunt**, and fun-filled contests like **Beat Barbar (Adaptune), Knowledge Knockout, and Channel Surfing**.

The primary aim of JET ALEXANDRA 2024 was to **encourage collaborative learning, promote innovative thinking, and build leadership qualities** among future management professionals in an engaging and competitive environment.

The event attracted enthusiastic participation from various colleges, fostering interaction, networking, and idea exchange among students, thereby making it an enriching and memorable experience for all.



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DEPARTMENT OF MANAGEMENT STUDIES

PROUDLY PRESENT'S


JET ALEXANDRA' 24

REMEMBER THE DATE :
22.03.2024

EVENT TIMING :
FROM 10AM ONWARDS

| | |
|--|---|
| TECHNICAL EVENTS (FREE REGISTRATION) | NON-TECHNICAL EVENTS (REGISTRATION FEE RS. 50) |
| <ul style="list-style-type: none">• ADZAP• BEST-MANAGER• TREASURE HUNT | <ul style="list-style-type: none">• BEAT BARBAR (ADAPTUNE)• KNOWLEDGE KNOCKOUT• CHANNEL SURFING |

VENUE : LIBRARY BLOCK



WOW!
GREAT PRIZES
TO BE WON!

FOR REGISTRATION (G-PAY)
NAME: VARUN
PAYMENT NUMBER : 9159432937

| | |
|--------------------------------|-------------------------------------|
| STUDENT CO-ORDINATORS : | FACULTY CO-ORDINATOR : |
| RAGUL - 9962697552 | DR. GOPI E |
| GOKUL - 9150404833 | EMAIL ID : |
| NANDHITHA - 8072439293 | JETALEXANDRAJECMBA@GMAIL.COM |

EVENT NAMES

| | | |
|-------------------------|-------------------|--|
| JET ALEXANDRA 24 | 22/03/2024 | <ul style="list-style-type: none">• ADZAP• Best Manager• Tresure Hunt• Beat Barbar• Knowledge Knockout• Channel surfing |
|-------------------------|-------------------|--|

OBJECTIVES

1. Encourage MBA students to apply practical knowledge and creativity through events like Adzap, Best Manager, and Treasure Hunt.
2. Build collaboration, leadership, and interpersonal skills among participants through both technical and non-technical team-based competitions.
3. Provide a platform for students to express their ideas effectively and confidently in front of peers and judges.
4. Blend academic and entertainment activities through engaging non-technical events such as Beat Barbar (Adaptune) and Channel Surfing.
5. Bring together students from various institutions to interact, learn, and share experiences in a professional yet enjoyable setting.



EVENTS

TECHNICAL EVENTS

1. ADZAP

ADZAP is a fun-filled marketing event that challenges participants to think on their feet and creatively promote a product or service often with a twist! It tests their advertising skills, spontaneity, innovation, and ability to connect with an audience. Participants are given quirky or imaginary products and must pitch them through an engaging ad presentation, complete with slogans, jingles, and drama.

This event not only brings out the marketer within but also promotes teamwork, creativity, and public speaking skills all while keeping the audience entertained!



The core idea behind ADZAP is to test the participants' spontaneity, branding sense, creativity, and audience engagement. Unlike traditional marketing events, ADZAP focuses less on technical details and more on quick thinking, catchy taglines, body language, and humor. This helps participants develop the essential skill of making an instant impact something every successful marketer must master.

Each team is given a product just minutes before their performance, allowing minimal preparation time. With this tight window, they must devise a concept, assign roles, create a pitch, and bring their ad to life on stage. The use of props, jingles, slogans, role play, and humor is highly encouraged, making the event lively and interactive. Judges assess performances based on creativity, clarity of message, team coordination, and overall presentation.



2. BEST MANAGER

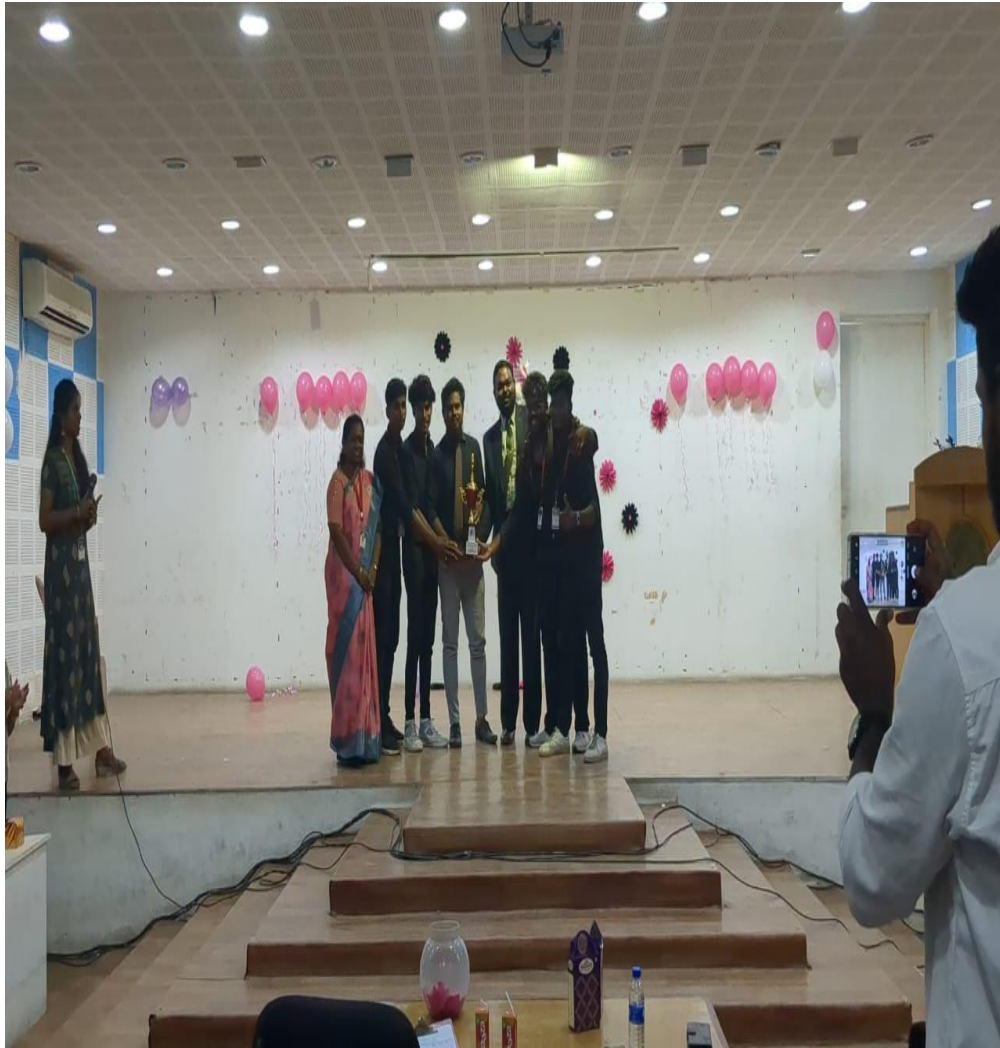
Best Manager is a flagship event designed to identify and celebrate the all-round capabilities of future business leaders. This challenging contest puts participants through

multiple rounds that test their managerial acumen, leadership skills, decision-making ability, crisis handling, and communication prowess.

From case studies and group discussions to stress interviews and business simulations, each round simulates real-world scenarios where only the most composed, strategic, and confident contender can emerge as the “Best Manager.” The event pushes individuals beyond their comfort zones, encouraging them to think critically, act ethically, and lead effectively under pressure.

More than just a competition, Best Manager is a transformational experience that mirrors the intensity and complexity of today’s corporate world where presence of mind, professionalism, and strategic thinking make all the difference.

What sets Best Manager apart is its ability to test not just theoretical knowledge but also practical application. Participants are expected to handle surprise situations such as a company PR crisis, resource allocation conflicts, or hostile boardroom scenarios requiring them to think on their feet and make strategic decisions in real-time. This not only sharpens their business acumen but also boosts confidence and adaptability.



3. TRESURE HUNT

Treasure Hunt is a high-energy, fun-filled team event that combines clue-solving, logical thinking, and strategic movement across the campus. It is designed to test the participants' ability to collaborate under pressure, think critically, and stay focused while racing against time.

Participants must decode a series of riddles, puzzles, and challenges that lead them from one location to the next, ultimately taking them to the "treasure." The clues are crafted to demand attention to detail, mental agility, and often, a touch of creativity. Only teams that communicate well and divide tasks smartly can stay ahead in the game.

Beyond just excitement, Treasure Hunt encourages team bonding, leadership, and quick decision-making. It brings out the adventurous spirit of students while promoting healthy competition and a sense of discovery.

Whether it's navigating a tricky clue or racing to beat the clock, Treasure Hunt keeps adrenaline high and minds sharp, making it one of the most eagerly anticipated and entertaining events of any management fest.



NON-TECHNICAL EVENTS

1. BEAT BARBAR (Adapture)

Beat Barbar (Adapture) is a highly entertaining improvisation event that blends spontaneity, acting, and communication skills into one exhilarating experience. Participants are given random, unpredictable situations or characters on the spot and are expected to act them out instantly, often switching roles or adapting to changing themes mid-performance hence the name *Adapture* (adapt + capture).

This event challenges participants to think creatively under pressure, respond with wit, and stay in character while keeping the audience engaged and entertained. Whether it's acting as a confused manager in a crisis or switching between personalities during a mock scene, the real test lies in their ability to adapt to chaos, maintain composure, and deliver an impactful performance on the fly.

Beat Barbar is more than just laughter and fun it's about expression, presence of mind, and the ability to lead a performance without preparation. It encourages students to step out of their comfort zones, sharpen their improvisational thinking, and build confidence on stage. It's a favorite among the audience and participants alike, making it one of the most memorable events of the symposium.



The structure of Beat Barbar (Adapture) is carefully designed to keep the energy high and the unpredictability alive. Participants may be asked to switch characters at the ring of a bell, mimic popular personalities, act out a business pitch in reverse, or even play out a random commercial scene with limited props. The element of surprise is what drives the momentum and keeps both the stage and the audience engaged.

2. KNOWLEDGE KNOCKOUT

Knowledge Knockout is a fast-paced quiz event that puts participants' business acumen, current affairs awareness, and general knowledge to the ultimate test. Designed to stimulate the intellect and challenge the reflexes, this event is structured in multiple knockout rounds where only the quickest and smartest teams survive to the end.

Participants face questions across diverse domains such as management, marketing, finance, global business trends, startup culture, and general awareness. The event is not just about knowing the right answer it's about thinking quickly, strategizing as a team, and staying cool under pressure.

What sets Knowledge Knockout apart is its elimination format, which adds intensity and excitement to every round. With time-bound questions, buzzer rounds, and surprise twist segments, it keeps participants on edge and audiences hooked. It's the perfect blend of brainpower, teamwork, and competitive spirit, making it a standout event in any management symposium.



The event encourages not only factual recall but also strategic thinking and decision-making, especially in rapid-fire and buzzer rounds. Teams must coordinate seamlessly, decide who answers which category, and take calculated risks while racing against the clock. Each round is designed to test different dimensions of knowledge and presence of mind, ensuring a comprehensive challenge for participants.

Beyond the thrill of competition, Knowledge Knockout helps students stay updated with the world around them, sharpening their analytical thinking and response speed skills vital for any aspiring manager. It's more than just a quiz; it's a battle of intellects, where wit, wisdom, and timing determine who takes the crown of champions.

3. CHANNEL SURFING

Channel Surfing is a high-energy, improvisational event that brings out the performer in every participant. The event mimics the experience of flipping through channels rapidly, each "channel" representing a different genre or show, such as news, soap opera, music video, horror, wildlife documentary, or reality. Participants must switch roles instantly as the emcee calls out different channels, keeping up with the changing themes on the spot.

This event tests a team's ability to think on their feet, act spontaneously, and deliver entertaining performances under time pressure. It encourages creativity, sharp listening, coordination, and most importantly, adaptability. The fun lies in how unexpectedly and hilariously participants jump from one scene or character to another often completely unrelated without losing rhythm or audience engagement.

Channel Surfing is not only a laughter-packed show but also a powerful platform to build communication skills, confidence, and teamwork. It mirrors real-life managerial situations where adaptability, collaboration, and clear expression are key. The unpredictable format ensures the audience is thoroughly entertained while participants walk away with sharper minds and unforgettable memories.



Each team is given a limited time to perform, with a moderator calling out different channels at random intervals. As the "channel" changes, the team must seamlessly switch tones, characters, dialogue, and body language to match the new genre. This challenges participants to think on their feet, stay in sync with their teammates, and remain in character while entertaining the audience with spontaneity and humor.

The event is not just entertaining it's a test of communication, flexibility, and creative storytelling. Participants must rely on their presence of mind and confidence to keep the performance flowing without awkward pauses. The ability to improvise under pressure reflects skills valuable in any real-world management situation, where managers must adapt quickly to shifting scenarios and maintain composure.

Channel Surfing also promotes strong team coordination, as performers need to anticipate each other's cues and maintain group energy. It encourages a free-spirited environment where participants can express themselves, break free from scripted expectations, and engage in playful creativity all while working as a cohesive unit.

In conclusion, Channel Surfing stands out as one of the most lively and engaging events of the symposium. It blends learning with fun, helping participants enhance soft skills like adaptability, public speaking, and teamwork. With its unpredictable format and spontaneous energy, the event never fails to leave both participants and audiences laughing, applauding, and asking for more.

WORKSHOPS

The Workshop / Activity Session served as an interactive segment of the symposium, designed to provide participants with hands-on learning and practical exposure beyond classroom theories. It focused on enhancing essential managerial skills such as teamwork, problem-solving, communication, and creative thinking through engaging activities and real-world simulations.

This session encouraged students to collaborate, brainstorm, and apply their knowledge in a dynamic environment, making learning both fun and impactful. It offered a refreshing break from the formal sessions while still reinforcing important management concepts through experience-based learning.

VALEDICTORY CEREMONY & CERTIFICATE DISTRIBUTION

The Valedictory Ceremony marked the formal conclusion of the symposium, bringing together participants, faculty, and organizers to celebrate the success of the event. It served as a moment to reflect on the day's experiences, acknowledge the efforts of the organizing team, and honour the winners and participants for their enthusiasm and performance.

During the ceremony, certificates of participation and achievement were distributed to all attendees, event winners, and volunteers. The occasion also included a brief address by dignitaries who appreciated the students' initiative, creativity, and discipline in making the symposium a grand success. The event concluded with a vote of thanks, leaving everyone with a sense of accomplishment and inspiration for future endeavours.



JEPPIAAR
ENGINEERING COLLEGE



JET ALEXANDRA '24
Certificate Of Appreciation



This certificate is awarded to

Mr/Ms. _____ for winning the

_____ place in _____ Of JET ALEXANDRA '24,

A National Level Symposium organized by the Department Of Management

Studies at Jeppiaar Engineering College on **22nd March 2024.**

HOD

VICE PRINCIPAL

PRINCIPAL

The atmosphere during the valedictory was filled with pride and positivity, as participants shared their experiences and feedback. Faculty members and guests appreciated the smooth coordination and high level of student involvement throughout the event. Special recognition was given to the event coordinators and volunteers whose behind-the-scenes efforts ensured a seamless experience. Trophies and medals were presented to the winners of individual events, adding a sense of celebration to the occasion. The ceremony concluded on a high note with group photographs, marking the end of a successful and memorable symposium.

VOTE OF THANKS – JET ALEXANDRA 2024

Good evening to everyone gathered here.

On behalf of the Department of Management Studies, it is my honour and privilege to deliver the Vote of Thanks at the conclusion of our grand symposium, JET ALEXANDRA 2024. This event has been a celebration of knowledge, creativity, leadership, and most importantly, the spirit of togetherness.

First and foremost, I extend our heartfelt thanks to our respected Principal Dr. K. Senthil Kumar. ME, Ph.D, FIE, MISHREA, MISTE Principal of Jeppiaar Engineering College and the Head of the Department, Dr.R.Akila M.B.A., M.Phil., Ph.D., for their constant support, guidance, and encouragement in organizing this event. Your belief in student-driven initiatives is what made this symposium possible.

A special note of gratitude to all our esteemed guests, speakers, and judges, who took time from their busy schedules to grace us with their presence, share valuable insights, and inspire our students. Your contribution added immense value to the event.

To all the participants from various colleges, thank you for your enthusiastic involvement and competitive spirit. Your presence made this symposium dynamic and meaningful. We hope you had a memorable experience.

To the event coordinators, volunteers, technical team, and hospitality crew, your tireless effort, teamwork, and dedication behind the scenes ensured that every event ran smoothly and every guest felt welcomed. You are the true heroes of JET ALEXANDRA 2024.

Last but never the least, a big thank you to the entire audience and faculty members for your constant encouragement, cooperation, and cheerful presence throughout the day.

As we draw the curtains on this vibrant celebration, let us carry forward the memories, learning, and connections we've made here. With sincere gratitude to all, we say goodbye for now until we meet again in the next edition of JET ALEXANDRA.

OUTCOME & FEEDBACK

The JET ALEXANDRA 2024 symposium was a grand success, achieving its objective of creating a vibrant and intellectually stimulating platform for MBA students to explore their talents beyond academics. The variety of events, from thought-provoking competitions like *Best Manager* and *Knowledge Knockout* to fun and energetic sessions like *Channel Surfing* and *Treasure Hunt*, allowed participants to showcase a wide range of skills. The overall experience promoted learning through creativity, collaboration, and friendly competition.

One of the most appreciated outcomes was the opportunity for intercollegiate interaction. Students from various institutions actively participated and networked, exchanging ideas, perspectives, and experiences. This encouraged a sense of professional camaraderie and built connections that extended beyond the event. Faculty from visiting colleges expressed appreciation for the organization, professionalism, and hospitality offered throughout the day.

The feedback collected from participants highlighted the engaging nature of the event structure, punctual coordination, and relevance of activities to real-world managerial skills. Events such as *Adzap* and *Beat Barbar (Adapture)* stood out as favorites, praised for their mix of learning and entertainment. The Workshop/Activity Session also received positive feedback for offering practical exposure and team-based learning.

Volunteers and organizing team members benefited greatly from the event as well. Their involvement in logistics, coordination, and communication helped them build confidence, time management, and leadership qualities. The faculty coordinators were particularly proud of the students' professionalism and ownership in managing the event from start to finish.

In conclusion, the symposium left a lasting impression on all who attended. The positive feedback, high energy, and enthusiastic participation reflected the success of JET ALEXANDRA 2024. The event not only enhanced the image of the Department of Management Studies but also inspired students to plan, lead, and participate in many more such developmental activities in the future.

CONCLUSION

JET ALEXANDRA 2024 was a vibrant and impactful platform that brought together the academic, creative, and leadership potential of MBA students. From thought-provoking events like Best Manager and Knowledge Knockout to fun-filled activities like Adzap, Channel Surfing, and Treasure Hunt, each session was designed to challenge, inspire, and engage participants. The symposium not only allowed students to showcase their managerial skills but also encouraged healthy competition, innovation, and team spirit among peers from various institutions.

The overall success of the event was a result of meticulous planning, dedicated teamwork, and active participation from students, faculty, and external guests. JET ALEXANDRA 2024 left a lasting impression on all attendees and reinforced the importance of organizing such academic-cultural fests in shaping future leaders. With valuable takeaways, new friendships, and unforgettable experiences, this symposium will be remembered as a milestone in the department's journey toward excellence.