

Battle of the Titans



**5th CORPORATE
MANAGEMENT
OLYMPIAD
2022-23**

**23–25th November, 2022
ONLINE**

www.aimacorporateolympiad.com

CORPORATE MANAGEMENT OLYMPIAD 2022-23 (ONLINE)

About Corporate Management Olympiad

Welcome to the New Post-pandemic World!

The entire workplace has undergone a change – both physically and qualitatively. Remote working and fragmented teams have posed a great challenge to productivity and effectiveness of the organisations. Many corporates have devised ways and means to boost employee morale and spirits and to inculcate team work.

The fifth Edition of AIMA's Corporate Management Olympiad would be a platform to have individuals from organisations get together and pitch for glory of their organisation by working with each other to achieve it through their knowledge and competitive spirit.

The past four editions generated unprecedented energy and was a congregation of thoughts, ideas and skills in the healthy spirit of competition where individuals and corporates fought in the true sportsman spirit to emerge at the top spots across multiple individual disciplines and as a whole organisation.

Corporate Management Olympiad Competitions

Management Quiz Competition

Team(s) from private and public sector can participate in Quiz Competition(s). No age criteria and no limit on the number of teams participating from an organisation. In every group, team(s) of 2 members each from the organisation will participate in a written round of 15- 30 questions. The best 6 teams from the written round will qualify for the on stage group final.

Topics

- Quiz 1 – Marketing & Brand
- Quiz 2 – New Age Technologies
- Quiz 3 – Women Only
- Quiz 4 – HR and L& D
- Quiz 5 – Business Personality & Corporate Knowledge

Case Study Competition

A two member team of executives from the same organisation is eligible to participate. Organisations are also free to nominate as many teams as they wish. The team(s) will make a PPT presentation (5 minutes) before the panel of judges in the respective group. Thereafter the Jury will select a winner from each group. The case study should be represented through audio visual means with lots of statistics and graphics.

Topics

- Case Study 1 – Best Process Practices
- Case Study 2 – Best Marketing, Sales and After Services Practices
- Case Study 3 – Best Environment, Sustainability and Governance (ESG) Practices and Services

Business Simulation Competition (AIMA BizLab)

Team(S) of maximum 3 members from different functional areas can be nominated by the Corporate. Multiple teams can also be nominated. Functional Heads are appointed by the team to adopt the roles of CEO, COO and CFO. Each team represents an enterprise. A Hypothetical Business Case is presented to each team with economic data and financial reports. Each team works out of strategy in operations, marketing and finance and product development with an aim to reach the pre-set goal.

Games

- Competition 1 – Case 1 • Competition 2 – Case 2 • Competition 3 – Case 3 • Competition 4 – Case 4

Business Modeling Competition

A team of two executives from the same organisation is eligible to participate. The team(s) will make a PPT presentation (10 minutes) before the panel of judges in the respective group. Thereafter the Jury will select a winner from each group. The Business Model should be represented through visual means with lots of statistics and graphics. Managers are expected to do the following

- Articulate 3 strategic challenges their organizations / divisions face today
- Do a SWOT -Strength, Weaknesses, Opportunities and Threats of the situation
- Suggest a path-breaking, fresh and scalable idea to address these challenges
- Also draw an action plan with expected impact or result of the Action Plan with clear cut roadmap with time lines

Topics

- **Group 1 – Manufacturing & Production Companies**
- **Group 2 – FMCG / Consumer Durable / Retail Companies / BFSI**

How to enter the Olympiad?

Companies are required to submit the attached registration form along with participant details.

Participation Fee

Slots / Teams	Cost (INR)
5	₹ 75,000
12	₹ 1,20,000
20	₹ 1,80,000

- GST will be charged extra
- AIMA GSTIN No. 07AAATA1644A1ZH / AIMA PAN No.: AAATA 1644 A
- Participation Fee through Cheque/Demand Draft should be sent in favour of "All India Management Association", payable at New Delhi
- Since the slots are limited, therefore the nominations would be accepted on first come first basis.

Prizes

- **AIMA Corporate Management Olympiad Champion* Company**
- **Gold, Silver and Bronze Medals for Winner of Each Competition**
- **Mr. and Ms. Olympiad** Award**

* Company with maximum number of medal points (For Gold - 5, Silver- 3 and Bronze - 1) would be crowned as AIMA's Corporate Management Olympiad Champion. ** Ms. and Mr. Olympiad would be finalized on basis of maximum individual points won by them. Note -Incase of a tie, Quiz would serve as the tie-breaker.

Glimpse from Previous Years



Olympiad Format & Schedule

Date/Time	23rd November				24th November				25th November	
Competition	Case Study	Quiz	Business Simulation	Business Modelling	Case Study	Quiz	Business Simulation	Business Modelling	Quiz	Business Simulation
9.00 AM	Case Study 1				Case Study 2		Case 2			Case 4
9.30 AM						Online Screening - Quiz 3				
10.00 AM		Online Screening - Quiz 1				Online Screening - Quiz 4			Case Study 3	
10.30 AM		Online Screening - Quiz 2				Online Screening - Quiz 5				
11.00 AM									Online Final	
11.30 AM						Online Final - Quiz 3				
12.00 Noon		Online Final - Quiz 1	Case 1	Group 1				Group 2		
1.00 PM						Online Final - Quiz 4				
2.00 PM							Case 3		Valedictory	
3.00 PM		Online Final - Quiz 2				Online Final - Quiz 5				

Team Size for Competitions:

- Quiz Competition – Team of 2 Players (1 Slot)
- Case Study Competition – Team of 2 Players (1 Slot)
- Business Simulation Competition – Team of 3 Players (1 Slot)
- Business Modeling – Team of 2 Players (1 Slot)

Companies Participated in Past Editions:

Ashok Leyland
Bokaro Steel Plant (SAIL)
Cholayil
Durgapur Steel Plant (SAIL)
EIL
GAIL
Galaxy Surfactants
HPCL

IOCL
L&T Heavy Civil Infra
Larsen & Toubro
Maruti
NLC India
NSPCL
NTPC
ONGC

OPTCL
PathKind Diagnostics
Pepe Jeans
Pernod Ricard
POSOCO
Power Grid
SAIL Bhilai
SAIL Burnpur

SAIL Durgapur
SBI
Tata Steel
Tech Mahindra
Techno India University
V Guard Industries
VE Commercial Vehicles

Reigning Champion - NTPC



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