



madhyamam daily



Backwaters '11

18 - 20 Nov

Powering Our Future

# Shiksha

Tryst with God's Own Campus

18 to 20 Nov 2011

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www.iimkbackwaters.com



*Personality Development*



*Managerial Workshops*



*Crack the Case*



*Tips & Tricks*



*Competitions & Prizes*



*Career Talk*



## SHIKSHA

*“TRYST WITH GOD’S OWN CAMPUS”*

*A one of its kind initiative by Indian Institute of Management Kozhikode and Backwaters, to help undergraduate students of Calicut get a sneak peak into the life of a MBA and experience the thrill of being a part of “Backwaters’11 – The IIM Kozhikode International Business School Meet”*



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# WORKSHOP DETAILS

- ❑ The workshop is open to all **3<sup>rd</sup> year & 4<sup>th</sup> year** engineering students
- ❑ It is a **one-day** workshop. Students can choose to attend it on either **18<sup>th</sup> Nov'11 or 19<sup>th</sup> Nov'11**. The schedule will be the same on both the days
- ❑ Each participant will be awarded a **participation certificate** on successful completion of the Workshop
- ❑ **Certificate** and **cash prize** will be awarded to **winners** for the various competition held during the workshop
- ❑ **Registration Fees:** Each participant would be required to pay **Rs.100** towards - Lunch & Snacks Coupons, Stationery , Workshop Study Material
- ❑ Participants need to register through the college (POC) Point Of Contact.
- ❑ POCs from each college will be awarded a **certificate of recognition**



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# WORKSHOP OUTLINE

TIME	SESSION	DETAILS
8.00AM– 9.00AM	REGISTRATION	<ul style="list-style-type: none"><li>• Reporting at Registration Desk at IIM-Kozhikode</li><li>• Workshop Kit &amp; Material Distribution</li></ul> <p><i>(Please carry your confirmation letter and college-id proof)</i></p>
9.00AM– 10.30AM	Session 1 What is MBA? – An insider’s story	<ul style="list-style-type: none"><li>• MBA as a career choice</li><li>• Insight into the expectations and duties of a manager</li><li>• Life at IIM Kozhikode</li></ul>
10.45AM– 12.15PM	Session 2 The Mad-Ad World	<ul style="list-style-type: none"><li>• Introduction to consumer behaviour</li><li>• Changing face of Indian advertising world</li><li>• Audio-visual presentation</li></ul>
12.30PM– 1.30PM	LUNCH	
1.30PM–3.30PM	Session 3 BELL THE CAT	<ul style="list-style-type: none"><li>• Tips &amp; Tricks for entrance exams preparation</li><li>• GD workshop</li><li>• Resume Building Guidance</li></ul>
3.45PM–5.30PM	Session 4 On-Campus Event	<ul style="list-style-type: none"><li>• Various activities and competitions</li><li>• Cash prizes for winners up to Rs 5000 !!!</li></ul> <p><i>(details will be informed on registrations)</i></p>
5.30PM onwards		Certificate Distribution



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# REGISTRATION PROCESS



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1. Each Institute should designate a **Point of Contact (POC)** to whom we would be sending Updates and Details of “**Shiksha**”
2. The POC details should be mailed to us at [shiksha@iimklive.com](mailto:shiksha@iimklive.com) before **9<sup>th</sup> Nov'11**
3. Interested students can **register** through their **POC** and the final list of the interested students should be provided to us by **10<sup>th</sup> Nov'11**
4. Registration fees (Rs.100) need to be deposited with the institute's POC
5. POC will then deposit the registration amount at the provided bank account.
6. The following should be mailed to [shiksha@iimklive.com](mailto:shiksha@iimklive.com) before **12<sup>th</sup> Nov'11**
  - a. **List of students (name, college, year, mail-id, phone number)**
  - b. **A copy of the bank deposit slip**
  - c. **Date attending – 18<sup>th</sup> Nov'11 or 19<sup>th</sup> Nov'11**
7. The **registration receipt** and **confirmation letter** will then be mailed to all students.  
This needs to be shown at the gate to gain entrance permit



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# IMPORTANT DETAILS



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## IMPORTANT DATES

DETAIL	DEADLINE
Point of Contact (POC) Details	9 <sup>th</sup> Nov'11
List of students	10 <sup>th</sup> Nov'11
Deposition of Registration fees	12 <sup>th</sup> Nov'11
Workshop Date	18 <sup>th</sup> / 19 <sup>th</sup> Nov'11

## CONTACT DETAILS

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