

# AIMA

ALL INDIA MANAGEMENT ASSOCIATION

# AIMA Management Olympiad 2018-19

15<sup>th</sup> - 16<sup>th</sup> March 2019

Inauguration at 9:30 AM  
(Centre for Excellence Auditorium)

## BATTLE OF TITANS

Platinum

**TATA STEEL**  
#WeAlsoMakeTomorrow

In Collaboration with



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## About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 67 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

## About AIMA Management Olympiad

As part of AIMA Diamond Jubilee year, we have taken a new initiative – Management Olympiad. Purpose of this contest is to identify India's most knowledgeable future Managers. AIMA Management Olympiad is the Management Competition for Management Professionals and Students.

## List of Competitions in Management Olympiad

### Quiz Competition:

#### Day 1

- Group 1 - Marketing Quiz
- Group 2 - Human Resource Quiz
- Group 3 - Brand Quiz

#### Day 2

- Group 4 - Business Personality Quiz
- Group 5 - Current Affairs
- Group 6 - Women's Quiz

### Poster Making Competition:

#### Day 1

- Group 1 - Cashless Transaction in your Institute/Company
- Group 2 - Digital India Mission of your Institute/Company

#### Day 2

- Group 3 - Make in India Mission of your Institute/Company
- Group 4 - Woman Empowerment by your Institute/Company

### Case Study Competition:

#### Day 1

- Case Study 1 - Redefining HR Next: Disruption to Co-Creation
- Case Study 2 - Leadership in the Era of Disruption

#### Day 2

- Case Study 3 - How to have sustainable Brands in the Digital World?
- Case Study 4 - Creativity in Organisations – Innovations & Entrepreneurial Environment

### Business Simulation Competition:

#### Day 1

- Group 1 - Case 1

#### Day 2

- Group 2 - Case 2

## Team Size for Competitions:

- |                                 |   |                   |
|---------------------------------|---|-------------------|
| Case Study Competition          | - | Team of 2 Players |
| Quiz Competition                | - | Team of 2 Players |
| Business Simulation Competition | - | Team of 4 Players |
| Poster Making Competition       | - | Team of 2 Players |



**Date:** 15<sup>th</sup> - 16<sup>th</sup> March 2019

**Venue:** Centre for Excellence (Jamshedpur)

**Prize:**

- Gold, Silver and Bronze Medals for winners of each competition
- Ms. and Mr. Young Leader Award
- AIMA Management Olympiad Winner Institute/Company

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