

FACULTY OF BUSINESS ADMINISTRATION (GLSBBA)
GLS UNIVERSITY

IMAGE 2020
IGNITING THE FIRE WITHIN

PEOPLE, PLANET & PROFIT

RULES AND REGULATIONS

In this document we present to you the list of the detailed rules and specifications regarding each individual competition which will be held as a part of IMAGE – 2020 with the theme of “**People, Planet and Profit**”.

Registration Link: www.max4all.in/glsbba/Image2020

- The registration fee per student is **Rs. 250**.
- A student can only register for a **maximum of 2 events**.
- A student participating in Battle of Aces cannot participate in any other event.
- The registration is to be made by demand draft drawn in favor of “**GLS (J.P. SHAH) INSTITUTE OF BUSINESS ADMINISTRATION**” or by **Cash** at Admin Office of GLS BBA.
- A scanned copy of the demand draft or the cash receipt should be uploaded along with the registration form.
- Registration starts from **October 20, 2019**.
- The last date for registration is **December 20, 2019**.

**Accommodation shall be provided to outstation students.

Free accommodation is available for only those out stationed participants who register themselves by **December 20, 2019.

**Please mention requirements for the same during the online registrations itself.

**For further queries, the mail ID for IMAGE 2020 is image.glsbba@gmail.com.

Faculty-in-Charge:

Dr. Himani Sardar
+91 7567837370

Chief Student Co-ordinators:

Pragya Jain
+91 8250609362

Mrudul Manojkumar
+91 9913723001

Faculty of Business Administration (GLS BBA),

GLS Campus,
Opp. Law Garden,
Ellisbridge,
Ahmedabad – 380 006,
Gujarat.

Telephone Number: +91 79 26468511

E-Mail ID: image.glsbba@gmail.com

Website: www.glsiba.org



FINANCIALLY FORWARD (FINANCE)

A financier is one who continuously updates his strategies with the changing environment to outscore his competitors and maximize the wealth of the organization. To do the same, he/she needs to be proactive and have the ability to react to market situations efficiently. If finance is your game and money is how you like to keep score, **Financially Forward** is the event for you. Cut through the castle of conjectures, weave a symphony of numbers, and convince our judges and audience with your logic.

➤ General Rules

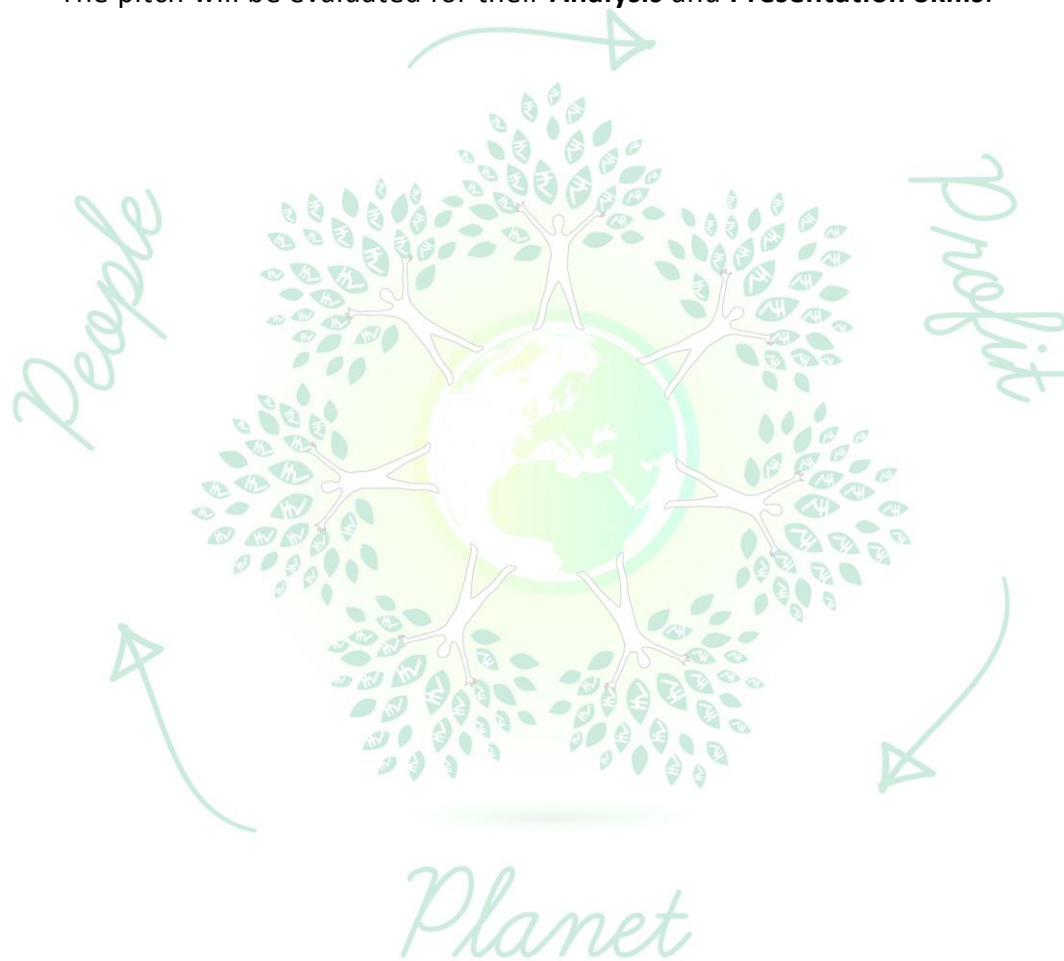
- Participants can register as a **team of 2-4**.
- **Only 1 Team** will be allowed to participate per college.
- **Judges' decision will be considered final and binding.**
- This event will have **no elimination**.

➤ Round 1: Financial Quiz

- A variety of questions will be asked to test your **financial acumen**.
- **Only 2 Members** from each team can attempt the quiz.
- The questions will be based on General Finance, Banking, Investment, etc.
- The quiz will have **30 questions**.
- The time limit for the quiz will be **45 minutes**.
- Each question carries 2 points **(+2 for each correct answer)**
- Negative marking of 1 point for each wrong answer **(-1 for each incorrect answer)**

➤ Round 2: Stock Pitching

- Each team will be given a random stock at the end of Round 1.
- The participants need to **analyze the stock** and **pitch it to the judges**.
- The analysis should include the following aspects: -
 - Fundamental Analysis
 - Technical Analysis
- Each team will be given **10 minutes for Pitching** followed by **3 minutes for Q&A**.
- The pitch will be evaluated for their **Analysis** and **Presentation Skills**.



HR 360 (HR)

In a world that is rife with competition, perfection has become quintessential. People are the new capital of today's world. Preservation and upgrading human resource is considered to be of utmost importance. We need people capable of manage people. The world needs HR Managers. **HR360** tests your aptitude for just that.

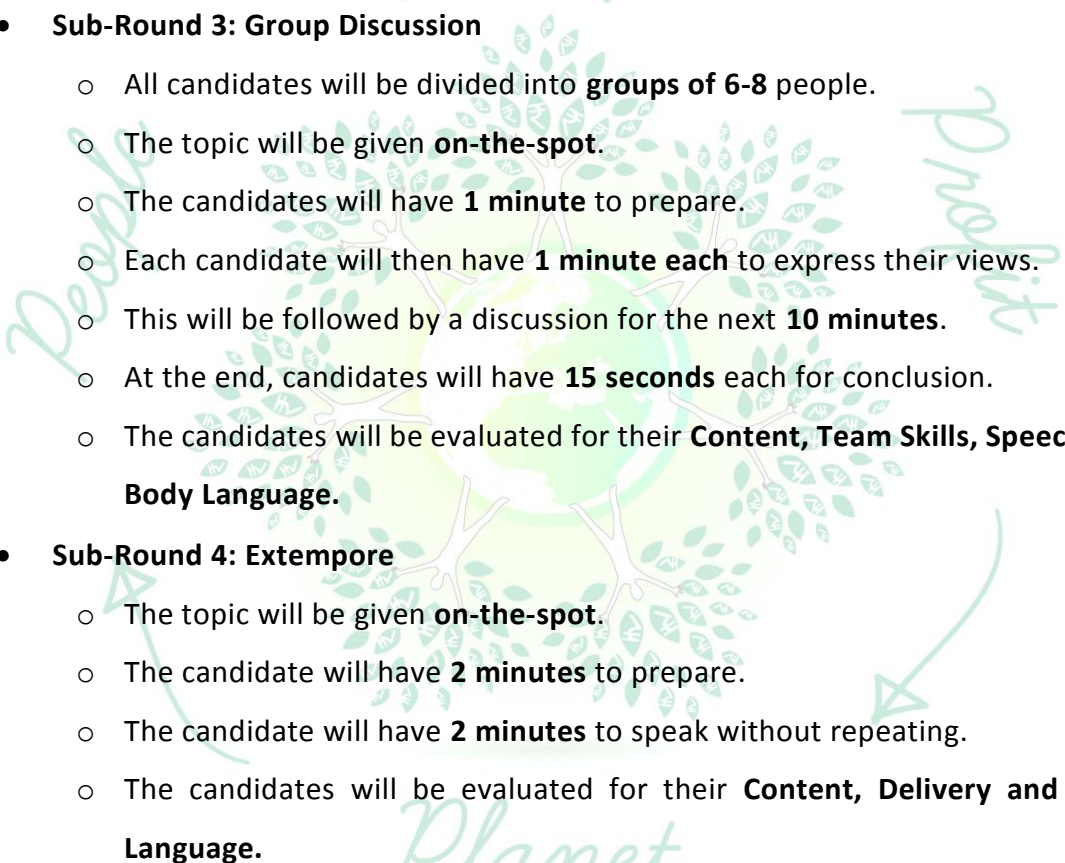
Engage in 5 grueling rounds to test your people skill and emerge victorious!

➤ General Rules

- Participants can register as a **team of 4 members only**.
- **Only 1 Team** will be allowed to participate per college.
- **Judges' decision will be considered final and binding.**
- This event will have **no elimination**.

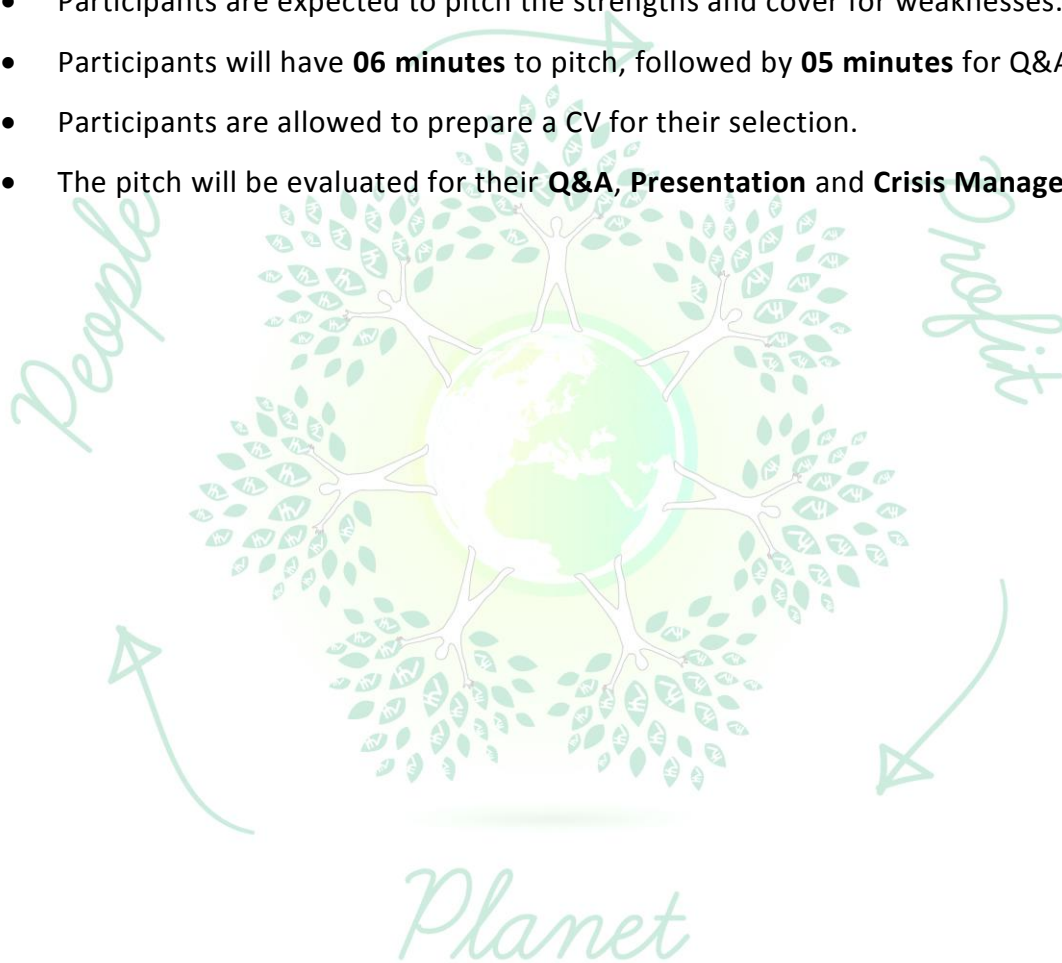
➤ Round 1: Who's the Perfect Candidate?

- This round consists of **4 sub-rounds**.
- These sub-rounds will begin **simultaneously**.
- Each member of the team can participate in **only 1** of the sub-rounds.
- All 4 sub-rounds will have a different member representing the team.
- **Sub-Round 1: Aptitude Test**
 - A test to evaluate the candidate's subject as well as general knowledge.
 - Candidates need to answer **30 questions**.
 - The time limit will be **20 minutes**.
 - Each question carries 2 points **(+2 for each correct answer)**
 - Negative marking for wrong answers **(-1 for each incorrect answer)**

- **Sub-Round 2: Personal Interview**
 - A personal interview by a panel of judges.
 - Candidate's CV needs to be mailed to submission.image2020@gmail.com by **January 6, 2020**.
 - The naming convention for the CV is **CollegeName_FirstNameLastName**.
 - Candidate needs to **bring the CV (5 Copies) and all the Relevant Documents (Copies of the Original Documents)** with them.
 - The candidates will be evaluated for their **Quality of Resume, Body Language and Justification of Answers**.
 - **Sub-Round 3: Group Discussion**
 - All candidates will be divided into **groups of 6-8** people.
 - The topic will be given **on-the-spot**.
 - The candidates will have **1 minute** to prepare.
 - Each candidate will then have **1 minute each** to express their views.
 - This will be followed by a discussion for the next **10 minutes**.
 - At the end, candidates will have **15 seconds** each for conclusion.
 - The candidates will be evaluated for their **Content, Team Skills, Speech and Body Language**.
 - **Sub-Round 4: Extempore**
 - The topic will be given **on-the-spot**.
 - The candidate will have **2 minutes** to prepare.
 - The candidate will have **2 minutes** to speak without repeating.
 - The candidates will be evaluated for their **Content, Delivery and Body Language**.
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➤ Round 2: Who's the Perfect HRM?

- **All 4 team members** need to work together.
- The **list of CEO Candidates** for a Company will be uploaded on www.glsiba.org on **December 16, 2019**.
- Each team need to register their choice latest by **December 23, 2019**.
- The availability of choices will be on **first come first serve** basis.
- Participants have to **recommend their selection** to the judges as the next CEO.
- Participants are expected to pitch the strengths and cover for weaknesses.
- Participants will have **06 minutes** to pitch, followed by **05 minutes** for Q&A.
- Participants are allowed to prepare a CV for their selection.
- The pitch will be evaluated for their **Q&A, Presentation and Crisis Management**.



INVENTOPRENEUR (ENTREPRENEURSHIP)

So, you have a brilliant idea for a new product or service. You feel energized, inspired, and ready to forge ahead. Then your first challenge is to 'create a business plan'. The goal of *Inventopreneur* is to hone the business plans of young and budding entrepreneurs. The participants are expected to create a hypothetical road map of their business, navigating through the opportunities present in the market and by presenting and overcoming the inevitable obstacles an entrepreneur might face, besides developing strategies to avoid problems before they arise.

➤ General Rules

- Participants can register as a **team of 2-4**.
- **Only 1 Team** will be allowed to participate per college.
- **Judges' decision will be considered final and binding.**
- This event will have **elimination if required.**

➤ Elimination Round (if required)

- Participants need to prepare a **3-minute** presentation for their business plan.
- The presentation should contain the following slides: -
 - **Title Slide** (College Code, Team Members, Name of the Project/Idea)
 - **Problem/Opportunity** (Preferably with proof like surveys)
 - **Value Proposition** (What is your solution to the problem?)
 - **Technology** (The secret sauce)
 - **Business Model** (Who has the money and how do you plan to get it?)
- The presentation should not have more than **5 slides**.
- **Selected teams** will qualify for the next round.

➤ Round 1: The Plan

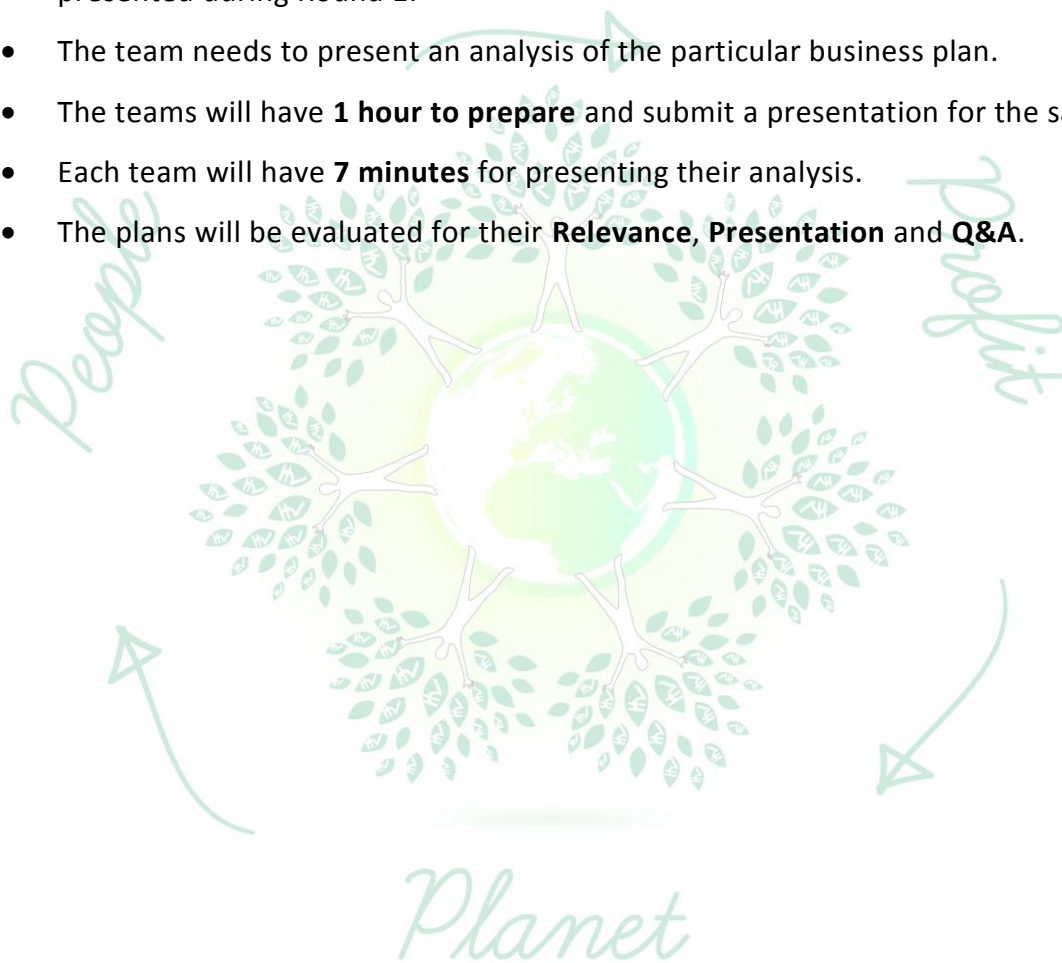
- Each team needs to prepare a **Write-Up and PowerPoint Presentation** of their Business Plan.
- The Write-Up should **not exceed 500 words**.
- Each team will have **10 minutes** for presentation.
- The presentation will be followed by **3-5 minutes** for Q&A Round.
- Each team needs to select a sector for their Business Plan from the following: -
 - A. Automobiles
 - B. FMCG
 - C. Pharmaceuticals
 - D. Agriculture
 - E. Transport
 - F. Healthcare
 - G. Textile
 - H. Waste Management System
 - I. Information Technology
 - J. E-Commerce
 - K. Hotels
 - L. Telecommunication
 - M. Education
 - N. Tourism and Hospitality
 - O. Media and Entertainment
- Participants have to include the following concepts in their Business Plan:-
 - Problem Statement
 - Idea Summary
 - Market Overview
 - Financial Feasibility
 - Competitive Landscape
 - Marketing and Expansion Strategy
 - Future scope of their current product or service (Forecasting of 2030)
- The Write-Up and PowerPoint Presentation should be mailed to submission_image2020@gmail.com latest by **December 23, 2019**.
- The Write-Up and PowerPoint Presentation should be named as **CollegeName_SectorCode_PlanName (For example, GLSBBA_A_ElectricCar)**.
- The plans will be evaluated for their **Relevance, Feasibility** and **Q&A**.

➤ Round 2: The Havoc

- This is a **mystery round**.
- The details will be disclosed after completion of Round 1.

➤ Round 3: Business Plan Analysis

- Each team will be assigned a **random business plan** from all the business plans presented during Round 1.
- The team needs to present an analysis of the particular business plan.
- The teams will have **1 hour to prepare** and submit a presentation for the same.
- Each team will have **7 minutes** for presenting their analysis.
- The plans will be evaluated for their **Relevance, Presentation and Q&A**.



LETZ BRAND (AD MAKING)

“Advertising is absolutely pointless, unless you wish to make money.”

The advertising industry is a whirlwind of thoughts and a plethora of content. There's no moment for stopping and contemplating – you make a choice and go all in. The result isn't just what the world sees at the end but also what it feels about your brand, something that can be extremely unpredictable. So, if you think you can survive in this maddening world of advertising with your marketing flair, wit and vision, here's an opportunity for you. **Letz Brand** gives all you future marketers a unique platform to show off your marketing acumen by devising engaging ad campaigns for the most bizarre of the products.

➤ General Rules

- Participants can register in **teams of 4-6**.
- **Only 1 Team** will be allowed to participate per college.
- All entries must conform to the specifications provided.
- Submissions must be entirely original. Plagiarism will lead to disqualification.
- Any late submissions may lead to reduction in marks or even disqualification.
- **Judges' decision will be considered final and binding.**
- This event will have **no elimination**.

➤ Round 1: Letz Buzz

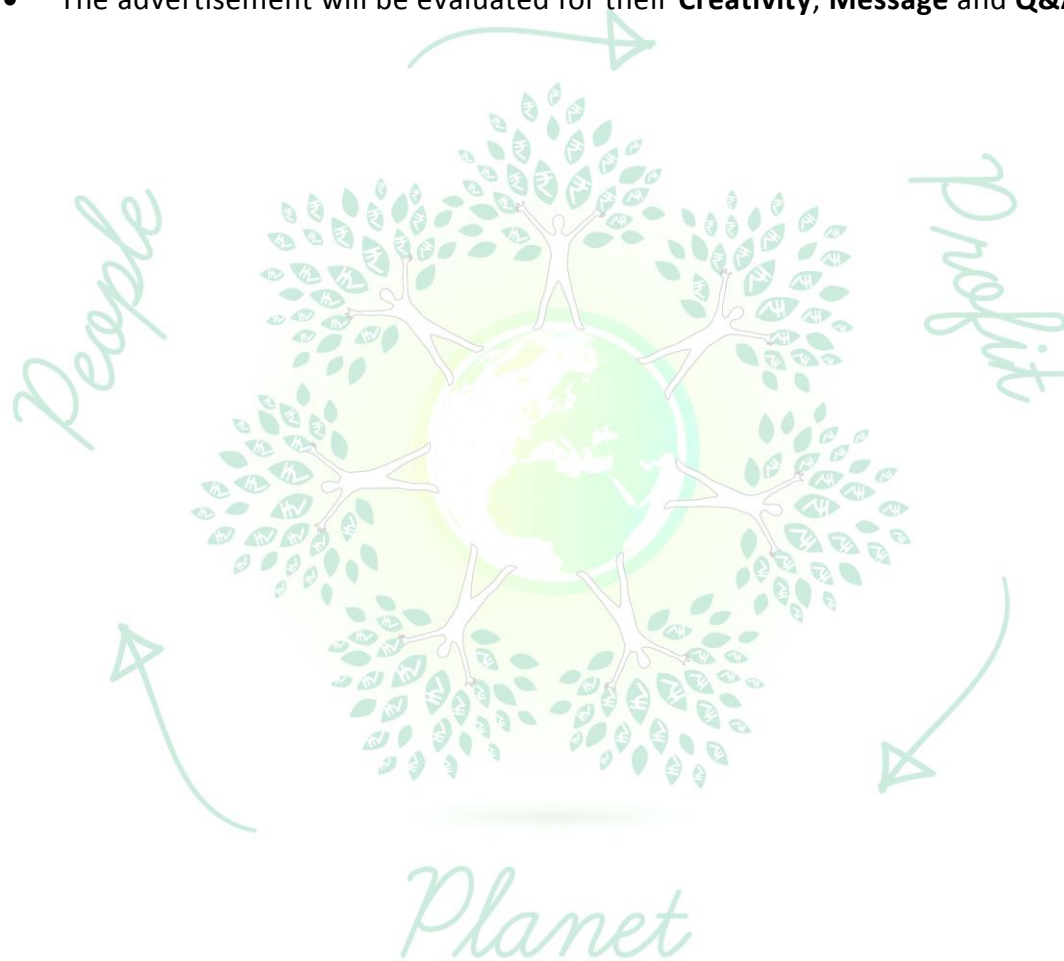
- The list of products will be uploaded on www.glsiba.org on **December 16, 2019**.
- Each team need to register their choice latest by **December 23, 2019**.
- The availability of choices will be on **first come first serve** basis.
- Each team needs to make a **Poster Advertisement** for the same.
- The poster needs to be in **JPEG or PNG Format**.
- The poster can be of ratios: **1:1(Square), 16:9(Landscape), 4:3(Portrait)**
- Naming Convention for Poster: **CollegeName_Product**
- The poster needs to be mailed to submission.image2020@gmail.com by **January 6, 2020**.
- The posters will be uploaded on www.instagram.com/glsbbaimage.
- The posters will be evaluated for the **Instagram Activity** it generates.
- The posters will be evaluated by a jury for **Creativity** and **Overall Impact**.

➤ Round 2: Advercity

- This round consists of a **quiz** on popular brands and their marketing strategies.
- **Maximum 2** participants from each team can appear for the quiz.
- The quiz will have **30 questions**.
- The time limit for the quiz will be **30 minutes**.
- Each question carries 2 points **(+2 for each correct answer)**
- Negative marking of 1 point for each wrong answer **(-1 for each incorrect answer)**

➤ Round 3: Ad Republic

- Each team needs to make an **Audio-Visual Advertisement** for the product they selected in Round 1.
- Maximum duration for the Advertisement is **45 seconds**.
- The advertisement video must be in **MP4 Format – 1080p Quality**.
- The video needs to be submitted on **January 10, 2020 at 8:30 A.M.**
- The advertisement screening will be followed by **Q&A Session**.
- The advertisement will be evaluated for their **Creativity, Message and Q&A**.



PUBLICITE CRITIQUE (AD ANALYSIS)

Advertising plays a major role in our society today, everywhere we go we find a wide range of products being promoted on varied platforms of communication. The dominant brands /products of the present time have grown through wise utilization of media. Certain companies fade away with the passage of time, whereas some create a 'brand'. All advertisements essentially have one purpose - to manipulate the way we think in order to persuade us to do something that they promote. The catch is, when different companies try to target the same audience with almost similar products. This event is based on analyzing how the brands/ companies are using different strategies to compare and contrast their products from that of the competitor.

World is full of advertisements, it's just how you see them. In this era, where no one is wrong you just need to prove that you are correct!

➤ General Rules

- Participants can register in **teams of 2-4**.
- **Only 1 Team** will be allowed to participate per college.
- **Judges' decision will be considered final and binding.**
- This event will have **no elimination**.

➤ Round 1: I'm Better

- The list of two rival brands will be uploaded by **December 16, 2019** on www.glsiba.org.
- Each team need to register their choice latest by **December 23, 2019**.
- The availability of choices will be on **first come first serve** basis.
- The participants need to analyze the advertisements and present their analysis.
- The participants have **8 minutes** for presentation followed by **2 minutes** for Q&A.
- The presentation **must include the Advertisements** being compared.

- The presentation should **conclude with a ranking** of the two brands as to which one's better. (1st and 2nd)
- The presentation should be mailed to submission.image2020@gmail.com by **January 6, 2020**.
- Naming Convention for Presentation: **CollegeName_Brand1_Brand2**
- Delay in submission may lead to disqualification.
- The comparison could be done on any of the following parameters: -
 - Describe the purpose of the advertisement.
 - Describe the Context/Intention of the advertisement
 - Describe the effect of the advertisement n target audience.
 - Present evidence of the effectiveness of the ad.
 - Describe various components of the advertisement.
 - Describe the outstanding strategies used to persuade the target audience.
 - Describe the values and emotion the ad provokes.
 - Describe the visual strategies.
 - Describe the ethos, pathos, and logos.
 - Describe the textual strategies, including the diction and the tone.
 - Why the advertisement is successful?
- The analysis will be evaluated for their **Context, Presentation** and **Q&A**.

➤ **Round 2: Right Back at You!**

- This is a **mystery round**.
- The rules will be only disclosed after completion of **Round 1**.

ABOUT TURN (POINT-COUNTERPOINT)

The techniques of arguments are not foreign to you. You use and have used them all the time in your daily life. Reasons are the foundation of any argument. **About Turn** is an extremely persuasive and effective technique for arguing. It is an interesting amalgamation of debate as well as extempore. In this competition, the student is expected to change his/her stand for or against the topic upon indication. While a volte-face is not uncommon in today's times, when it comes to doing the same under the conditions of a competition, it is no cake walk!

Logical consistency, factual accuracy and some degree of emotional appeal to the audience are elements of effective presentation of idea. In this competition, the participant will debate with himself or herself. Each participant will choose a topic at random, a topic which clearly presents two stands. The students will be asked to speak impromptu and change his/her stand upon indication.

➤ General Rules

- All colleges can send a maximum of **1 participant**.
- Each participant will have to speak for both the sides of the coin. (For and Against the given topic)
- The topic shall be given **on-the-spot**.
- The participant will have to change his stand as soon as the cue is given (thumbs up for speaking about one part of the topic/thumbs down for speaking about the second part of the topic).
- Medium of expression will be **Hindi or English**.
- Each participant will get **3 minutes** to prepare.
- The participant will not be allowed to jot down anything prior to presentation.
- Each participant will be allowed to speak for a maximum of **3 minutes**.
- **Judges' decision will be considered final and binding**.
- The participants will be evaluated for **Relevance, Articulation and Smoothness of Transition**.

BATTLE OF ACES

“No matter how much you may want to think of Poker as a card game played by people, in many respects it is even more valid to think of it as a game about people that happens to be played with cards.”

- Phil Hellmuth, Professional Poker Player

In **Battle of Aces**, you're not just playing cards but you're playing with people's mind, luring them in your traps and predicting their next move in the game. The game is all about making the right decision in critical encounters and outsmarting your opponents.

➤ General Rules

- Only **1 participant** is allowed from each college.
- The participant should have **prior knowledge** on how poker is played.
- A **Sit-N-Go Format** will be adopted.
 - At the start of each Poker game, a player will get **80 chips**.
 - Once the player loses all 80 chips he/she is eliminated from the game.
- There will be **2 Rounds** in this event.
 - **First Round** - Each player will be on a table consisting of 5 or 9 players and the Top 2 players from each table will qualify for the final round.
 - **Second Round** - The players who have qualified the first round will play, and the player remaining till the end will win the event.
 - The pot (minimum bet for each round) will be **2 chips**.
 - After every 7 minutes the pot will be increased by 2 chips. (After the first 7 minutes the pot will be 4 chips, after the next 7 minutes the pot will be 6 chips and so on)
- There will be a **dealer on every table** who will moderate the game and deal the cards.
- **Dealer's decision shall be final and no arguing shall be entertained.**
- The “Poker Hands” ranking will be displayed in the room to assist players in understanding the strength of their hands.

PHILLUMSOPHY (MOVIE MAKING)

From short films, documentaries, feature films to art cinema, nothing makes poetry come alive on celluloid like the world of films does. In this competition, students have to write, direct, shoot, and act as well as edit a short film, thus enabling them to get a first-hand understanding of all these various complex aspects of film-making.

➤ General Rules

- Participants can register in **teams of 4-10**.
- **Only 1 Team** will be allowed to participate per college.
- All entries must conform to the specifications provided.
- Submissions must be entirely original. Plagiarism will lead to disqualification.
- Display of obscenity, violence, prejudice, defamation, profanity or any offensive matter will lead to disqualification.
- **Judges' decision will be considered final and binding.**

➤ Themes

- Carpe Diem
- Déjà vu
- Yin Yang
- Oblivion

➤ Round 1: Teaser

- Each team needs to make a **Poster** and **Trailer** for their film.
- **Specifications for Poster:** -
 - The poster needs to be in **JPEG or PNG Format**.
 - The poster can be of ratios: **1:1(Square), 16:9(Landscape), 4:3(Portrait)**
- **Specifications for Trailer:** -
 - The trailer needs to be in **MP4 Format – 1080p Quality**.
 - The duration of the trailer should be **30 – 60 seconds**.
- The **poster** and **trailer** needs to be mailed to submission.image2020@gmail.com by **January 6, 2020**.
- Naming Convention for Poster and Trailer: **CollegeName_MovieName**
- The poster and trailer will be uploaded to our Instagram Page by **January 7, 2020**.
- The teaser and trailer will be evaluated for their **Clarity, Message, Content** and **Technical Aspects**.
- Only the selected movies will be showcased during the final round.

➤ Round 2: Movie Screening

- The duration of the film should be **5 minutes minimum** and **10 minutes maximum**.
- The movie needs to be submitted in **MP4 Format – 1080p Quality**.
- The **movie** needs to be submitted on **January 10, 2020** at **8:30 A.M.**
- The movie will be evaluated for **Story, Relevance to Theme** and **Technical Aspects**.

Planet

REALITY BYTES

The world revolves around breaking news knowingly '*Sansani Khabre*' but in this era of information it is very important to have relevant information from the end of celebrities as well as the presenter of the information. **Reality Bytes** brings you close to the public figures to ask them the questions which you think should have asked to them and accordingly what should be answered by the figures.

➤ General Rules

- Participants can register in **teams of 2-4**.
- One member has to assume the role of a personality.
- One member has to be a news reporter.
- Other members can assist in technical tasks like recording, editing, etc.
- **Only 1 Team** will be allowed to participate per college.
- The evaluation for celebrities and reporters will be done separately.
- **Judges' decision will be considered final and binding.**

➤ Elimination Round: Personality

- The list of personalities will be uploaded on www.glsiba.org on **December 16, 2019**.
- The participants need to select a personality.
- Each team need to register their choice latest by **December 23, 2019**.
- The availability of choices will be on **first come first serve** basis.
- The participants have to come prepared about the personality they selected.
- The participant is expected to assume the role of the personality completely (dressing, speech, unique mannerisms, dialect, etc.)
- The participants will have **2 minutes** to give a speech.
- **5 Participants** will qualify for the final round.
- The personality will be evaluated for **Appearance, Speech and Language**.

➤ Elimination Round: Reporters

- This round will consist of two rounds: -
- Press Note Writing: -
 - The team needs to create a **press note**.
 - The topic and detail for the press note will be given **on-the-spot**.
 - The team will have **1 hour** to submit the press-note.
- Audio Visual Reporting: -
 - The team needs to create an audio visual coverage for a given topic.
 - The topic will be given **on-the-spot**.
 - The coverage should not exceed **210 seconds**.
 - All the clippings and visuals need to be **original and captured at sight**.
 - The coverage need to be made in **MP4, 720p Quality**.
 - The coverage needs to be **self-explanatory**.
 - The coverage needs to be submitted by **5 P.M. on January 10, 2020**.
- **5 Reporters** will qualify for the final round.

➤ Final Round

- The 5 personalities will be interviewed by the 5 reporters.
- The interview will be conducted for **10 minutes**.
- The reporters are expected to come thoroughly prepared for the interview.
- The personalities will be evaluated for Relevance of Answers, Visual Resemblance and Promptness.
- The reporters will be evaluated for **Relevance of Question, Attitude** and **Promptness of Counter-point**.