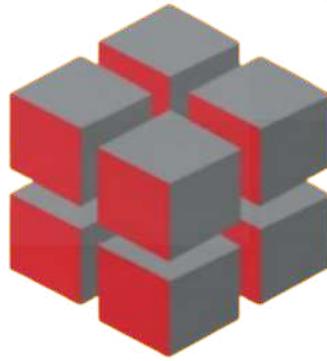




# PRESENTS

**GATEWAY TO CORP**

**SALES PITCH**



**RUBIX**  
**2.0**

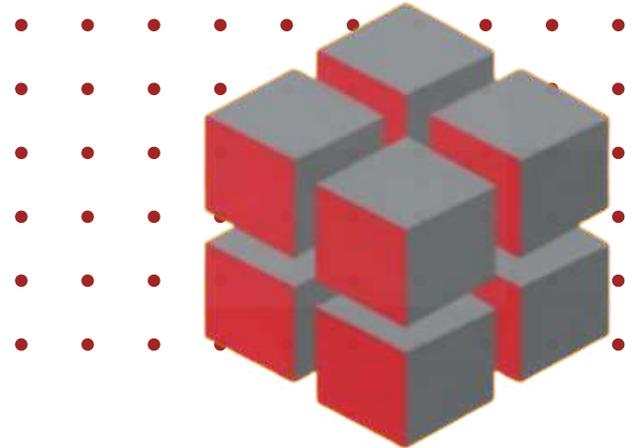
**CORPORATE ROADIES**

**GAMIFICATION**

**CLOSING CEREMONY**

# RUBIX 2.0

## *The Corporate Paradigm*



We introduced our very own Flagship Business Event- Rubix: The Corporate Paradigm in 2019, which was a huge success and the students participated with great fervour.

Our Flagship Corporate Paradigm "RUBIX 2.0" brings together competent students of our very own NMIMS and the esteemed corporate professionals. This enriching event helps our students gain more knowledge and become confident leaders of the future. Three schools—SBM, STME, and SOC—participated in the two-day event.

This two-day event featured participation from a number of companies, including NetApp, IKEA, IDFC First Bank, Sutherland, etc. The winners of these events are awarded accordingly by the visiting companies in the form of PPIs, Summer Internships and Live Projects to encourage the students to be more diligent.

### PARTICIPATING COMPANIES



**Day 1:**

The Day 1 of Rubix 2.0 had 4 companies visiting our campus, viz. NetApp, Sutherland, IDFC First Bank and IKEA. These companies came looking for young talent that could think outside the box and logically, and by the end of our corporate paradigm, they had undoubtedly found it.

**NETAPP**

NetApp, a Fortune 500 company which works towards Hybrid cloud data services and data management of applications was looking for students to work in a Live Project with them. A business problem in the form of a Case Study was provided to the students a week prior to the competition.

The company arranged a three-round competition in which teams of three students—two from the second year of their MBA and one from the first year—had to participate. Firstly, the students with the help of extensive research and findings had to come up with a solution to the business problem.

The contestants whose ideas were found to be most suited moved on to the second stage, where they were required to pitch and explain their ideas to the company's management.

The company chose the two top teams from the presentation phase, sat down with the teams to learn about their perspectives on the business solution, and then chose one of the teams to conduct a live project based on the same business case that was given to the students.

**IKEA**

A Swedish multinational conglomerate based in the Netherlands that designs and sells ready-to-assemble furniture, kitchen appliances, home accessories, and various other goods and home services. IKEA has been the world's largest furniture retailer since 2008.

IKEA took part in the Sales Pitch event for RUBIX 2.0. It was a two-round competition.

Firstly, the students were divided into groups and the groups were given a list of activities. The groups had to discuss and produce a priority order for the list of activities. It was a showcase of amazing group discussion skills and marketing ideas. Finally, the students were randomly allotted products from the IKEA online store and given 10 minutes to prepare a pitch. The participants had to go on stage and pitch the product to the panelists with all their creativity and zeal.

After the competitive and rigorous 2 rounds of the events IKEA panelists declared the winners and distributed goodies to the winners.

## IDFC FIRST BANK

To give an ultimate exposure about two worlds, finance and banking, Rubix 2.0 invited 'Infrastructure Development Finance Company' (IDFC) to judge the insights of students on the same. IDFC is an Indian finance agency and it offers financial and advisory services for organizations in investment banking, infrastructure and wealth management.

The company gave an immaculate opportunity to the students and the competition witnessed a high number of participants from schools like School of Commerce (SOC) and School of Business Management (SBM).

The competition involved three rounds and in the initial step, the participants were given a case study wherein they had to build a go to marketing strategy for IDFC first uni through their education loan policy. Out of all the participants, 4 teams of 3 members each were recognised and were called to give a descriptive presentation about their plan to the panel. After rigorous questioning from the panel to the students, 3 participants were promoted to the last and final round of Personal Interview.

The company highly appreciated the professional yet innovative ideas portrayed by the students. Apart from all this, they were judged on their presentation skills, exclusive ideas and communication skills. The winners would be provided with an opportunity of working on a live project by the company.



## SUTHERLAND

Sutherland is an experience-led digital transformation consultation company. It assists its clients to achieve non-linear growth. Sutherland rethinks and rebuilds processes for the digital age by combining design-thinking insights and data-driven analytics. The students were given a sixty-minute MCQ test.

As the company was offering finance-related roles hence the test comprise of mainly finance questions. The test comprised 20 questions. It was an online proctored test. The students were supposed to log in through their laptops and attempt the test. The test had questions on finance ranging in difficulty from basic to advance.

The students were informed that test winners will be invited to a luncheon at the Airoli office in Mumbai, and additional interview rounds will be held to determine placement offers. The students were intrigued by the offer and attempted the test with utmost determination and zeal.



**Day 2:**

The Day 2 of Rubix 2.0 had 3 companies visiting our campus, viz. CupShup, Finlatics & Narayana Health. These companies were here in search of young talent with an innovative as well as critical thinking approach, and by the end of our corporate paradigm, they surely found what they were looking for.

**CUPSHUP**

A company working in the advertising and marketing industry for the last 7 years envisioned students for internships and final placements, i.e., as Management Trainees, who would be provided either a Pre-Placement Interview or Opportunity. The company provided a case study with a problem to the students a day before the event.

The company firstly asked the students to give a Sales pitch for the assignment mentioned in the case study provided in advance by the company. The second round of this event was named Gateway to Corp wherein students were expected to give a presentation and a business solution to the management of the organization as per the case submitted to the students.

The third and the final round of the selection criteria was a Corporate Roadies round wherein the shortlisted students were divided into equal groups of 2 wherein they were given 5 minutes to discuss a specific topic provided on the spot by the company and were expected to debate on the same for the next 12 minutes, expressing their views as a person as well as a whole to the audience and the company.

**NARAYANA HEALTH**

one of India's largest & the world's most economical healthcare service providers was on the campus in search of a Management Trainee majorly who would either be rewarded with a PPO or a PPI as per the company's requirements and belief in our students.

A business analysis case study with a problem was sent to the batch of students via email a day prior to the event, as per the request of the company. The interested students shared their inquisitive solutions to these business problems and filled up the necessary forms as per the requirements.

**FINLATIC**

A company working in the Equity trading, research, private equity & venture capital management industry is one of those few companies across India which helps students gain work experience through various programs offered to them which are student-oriented, and at the same time are industry-relevant.



The students were provided a business case study with a problem, a day prior to the event. The applicants were expected to prepare a presentation showcasing the solution to the given problem to a company representative. Although this competition was an open-for-all school competition at NMIMS, Navi Mumbai; it was seen that majorly students from the School of Commerce(SOC) and School of Technology Management & Engineering(STME) had applied for this opportunity.

The student's presentation skills, communication skills, creativity as well as innovative thinking were a few aspects that were tested and judged by the company representatives. There would be 3 winners and the winners will be provided with live projects in Financial Markets and Investment Banking.



## CLOSING CEREMONY

Day 2 of Rubix 2.0 – A corporate paradigm ended with a special performance, a “Closing Ceremony” which was organized by the students of the Placements Committee in collaboration with the Music Committee, Cultural Committee, & the Dance Club of NMIMS, Navi Mumbai. The students were seen performing in front of the corporate representatives, faculty members, placement coordinators & participants at the Seminar Hall at NMIMS, Navi Mumbai. After a long day packed with 3 companies hunting for young talent, these performances were like icing on the cake where the evening ended with some peaceful music & performances, aligned with some pictures turning into memories. A welcome speech was given by the Vice President of the Placements Committee of the School of Business Management at NMIMS, Navi Mumbai; and that was how Rubix 2.0 came to an end, with the promise of a greater version of Rubix in the years to come.

