

TRACK RECORD

AIMA has conducted Simulation for over 13000 participants in over 500 corporate houses and 200 business schools across the country over the last 24 years. Some of the latest beneficiaries are:

Corporate Houses

- Reliance Industries
- Indian Oil Corporation
- Bosch
- Bank of Baroda
- LG Electronics
- Aditya Birla Group
- NTPC
- Tata Group Companies
- Hero MotoCorp
- Infosys

- Jindal Steel Limited
- Caterpillar Inc.
- Hindustan Latex Limited
- SAIL
- Maruti Suzuki, Etc.
- Nalco
- Atos Inida Pvt. Ltd.
- Rasi Seeds
- HPCL

Management Institutes

- ISB Hyderabad and Mohali

- Pacific Institute of Management, Udaipur
- Birla Institute of Management & Technology
- IIM Lucknow
- Sinhgad Institutes - Pune
- L. N. Welingkar Institute (We School)
- FMS Delhi
- Symbiosis - Pune
- IIT Chennai
- Punjab Engineering College
- ICFAI
- XLRI

TESTIMONIALS

“Game has brought new insights into actual working of real business and we look forward to implementing new ideas tried here” - ONGC

“Importance of team in shared decision making” - RPG

“Great Learning on how department are connected to each other. Impact on bottom line (profit) if planning goes wrong” - LG

“It brings “Leadership development skills in managing uncertainty and its associated financial implications”” - Faculty at ISB, Hyderabad

ABOUT AIMA

The All India Management Association (AIMA) is the national apex body of the management profession in India. Over the last five decades, AIMA has contributed immensely to the enhancement of management capability in the country. AIMA has a broad base of 66 Local Management Associations including two cooperating LMAs abroad with membership crossing 30,000 in number. AIMA is a non-lobbying organisation, working closely with industry, government, academia and students to further the cause of the management profession in India. AIMA is represented on the Boards of India's premier Business Institutions like Indian Institute of Management – IIMs. AIMA is also represented on Boards of Government bodies including the All India Council for Technical Education, National Board of Accreditation, National Productivity Council to name a few.

AIMA makes a salutary contribution to management learning and practice in the country by offering various services in the areas of testing, distance education, research, publications and management development programmes. AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is a member of the Asian Association of Management Organisations (AAMO) and works closely with several international management institutions like Insead, St. Gallen Foundation etc. in organising international conferences and management development programmes.



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Chanakya

ONE WAY TO KNOW HOW TO BUILD A BUSINESS EMPIRE,
IS TO ACTUALLY BUILD ONE.

HAVE THE BRIGHTEST OF YOUR ORGANISATION TEST THEIR BUSINESS ACCUMEN
AT THE ONLY BUSINESS SIMULATION PROGRAM FOR THE INDIAN MARKET.

BUSINESS MANAGEMENT SIMULATION

Business Management Simulation exposes participants to real economic, environmental and business issues related to finance, operations and marketing. **Participants are empowered to develop strategy, execute tactics and analyze competitors.** They go through the pains and gains of running a company in a hypothetical environment and see the impact of their decisions on business.

PHILOSOPHY OF BUSINESS MANAGEMENT SIMULATION

The concept stands for 'Learning by Doing', a pure experiential mode. Like a flight or plant simulator, a participant here is better geared up towards making smarter decisions under stressful circumstances, managing time and resources. Participants adopt entrepreneurial approach that hones visioning, functional coordination and strategic thinking to implement/revise course of action and experience a transition from a functional leader to a strategy specialist at all levels.

CHANAKYA - A BUSINESS MANAGEMENT SIMULATOR

Chanakya, a Business Management Tool designed as computer simulation, simulates scenarios that replicate the emerging markets. Business Simulators are recognized as the fastest and most effective environments for learning. It challenges the participants on the following:

- Business acumen
- Decision making skills
- Understanding intrinsic organizational strengths and external competition
- Ability to think like executive management
- Planning and strategizing business moves futuristically

CHANAKYA - MODES

The simulator can be used for the following:

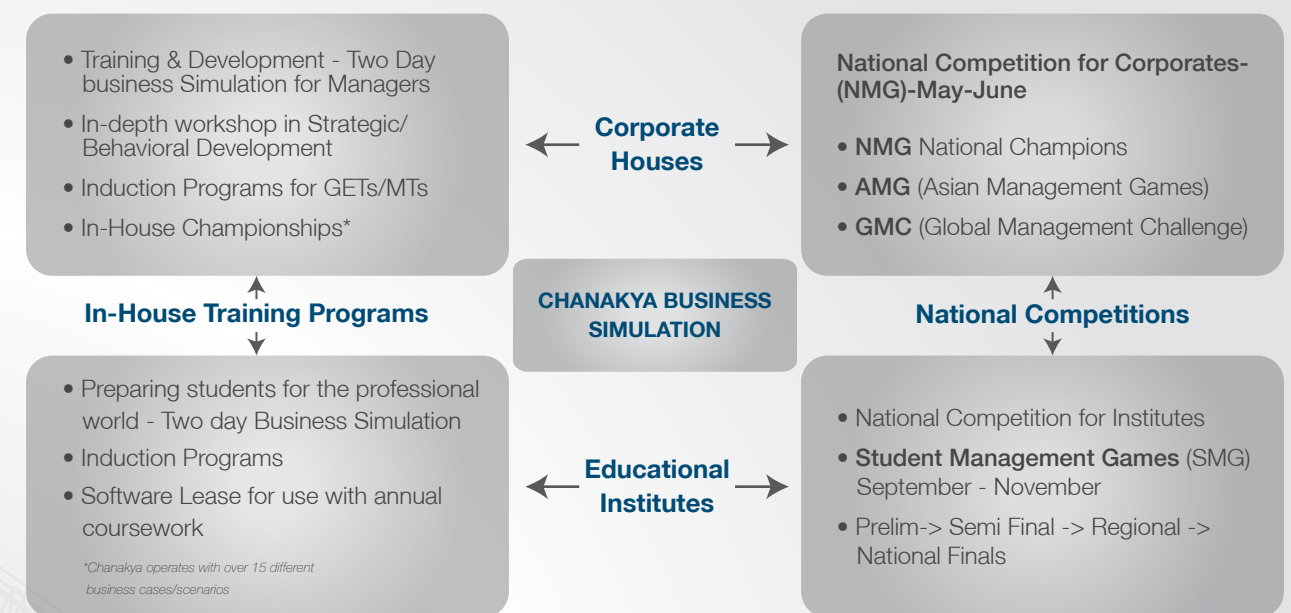
- As a classroom program with extensive facilitation towards the intervention objectives
- As a remote program where participation is through internet
- As a part of an assessment or development center
- As a leased program administered by in-house HR/Faculty

Please get in touch with AIMA to learn more.

CHANAKYA BUSINESS SIMULATION PROCESS

- A team of 3 - 4 members participate in 5 rounds spread over 2 days
- Members play CEO, CFO, COO, CMO, HR (depending on the scenario)
- Each team represents a **virtual enterprise**
- Each team comprehends a Business Case presented with economic, inventory and financial data to navigate their enterprise further
- A team is challenged on a mix of operations, market trend, branding, pricing, employee, customer perception depending on the specific Simulation
- Participants are additionally challenged by moves the competitors are making in a dynamic environment

CHANAKYA IN THE MARKET



WHO IS IT FOR ?

The program is designed for professionals who are looking at rising up the leadership ladder towards more accountable positions.

Levels:

- Basic - MTs, GETs and Junior Managers
- General - Mid-level Managers
- Advanced - Senior Managers
- Complex - Strategic Thinkers

TAKEAWAYS

- Nurture business acumen
- Understanding the working relationship of management functions
- Hone operative and strategic decision making skills
- Understand financial implications on business
- Work futuristically towards increasing market share/profits
- Enduring crisis conditions with a rational thought process
- Comprehend an organization with a 360 degree perspective/think like Executive Management

