

30th STUDENT MANAGEMENT GAMES (SMG 2026-27)

AIMA's Student Management Games is a business simulation-based competition that provides a platform for teams from various institutes to unite and vie for the honor of their college or university. Through collaboration, knowledge, and competitive spirit, participants work together to attain glory for their academic institution.

Compete,
Experience and
Win Prizes

A National Competition for the
skills and thrills of running a
company through Business
Simulation

What is Business Management Simulation?

A Management Simulation is an interactive computer-based activity designed to mimic real-world business scenarios. It offers participants the chance to oversee a business encompassing various functional domains. Through this experience, they encounter realistic competition dynamics and acquire invaluable insights into managing it effectively. Participants make strategic business choices and witness their consequences firsthand using AIMA's proprietary software tools, namely 'AIMA BIZLAB EDGE & CHANAKYA'. At its core, Management Simulation embodies the principle of 'Learning by Doing', enabling participants to gain practical knowledge and skills through hands-on engagement.

Who can participate ?

Students enrolled in MBA, PGDM, BBA, B. Com, Engineering, CFA, and equivalent professional programs are encouraged to join. Each institution may nominate a team consisting of up to 3-4 members. No prior experience in business simulation is necessary – simply bring your enthusiasm for learning and a determination to excel.

Schedule

*Date allocation on first come first serve basis

Chennai	07-09 Oct 2026	Round 6	06-08 Jan 2027	Ghaziabad	17-19 Feb 2027
Meerut	03-05 Nov 2026	Indore	13-15 Jan 2027	Panipat	24-26 Feb 2027
Ghaziabad	25-27 Nov 2026	Pune	28-30 Jan 2027	Coimbatore	03-05 Mar 2027
Round 4	02-04 Dec 2026	Hyderabad	03-05 Feb 2027	Dehradun	17-19 Mar 2027
Round 5	16-18 Dec 2026	Bengaluru	10-12 Feb 2027	Mumbai	25-27 Mar 2027

Semi-Finals –29-30 March 2027, Mumbai
Grand finale – 31 March 2027, Mumbai

Sponsorship Options for Hosting Institutes

Sponsorship	Amount	Benefits	
		Teams in SMG	Inhouse Workshop
Principal Sponsor – Regional, Semi Finals & Grand Finale	₹ 4,00,000	30 Teams	1 Day Complementary
Co-Sponsor - Regional Round Hosting	₹ 2,50,000	15 Teams	1 Day Complementary
Associate Sponsor	₹ 1,00,000	30 Teams	

*GST as applicable

Sponsorship fee paid is non-refundable / non adjustable.

For online registration, please visit <https://simulation.aima.in>

Principal Sponsor



Co-sponsors & Venue Host



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