

28th STUDENT MANAGEMENT GAMES (SMG 2024-25)

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.



**EXPERIENCE,
COMPETE AND
WIN!**

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.

Sponsorship Options for Hosting Institutes (Excluding GST)

Category	Fees	Benefits	
		Teams in SMG	In-house Competition
Co-Sponsor - Regional Round Hosting	₹ 2,00,000	15 Teams	1 Complementary
Associate Sponsor	₹ 1,00,000	30 Teams	

Dates & Regions

Bangalore	Sept 2024
Location 2	Sept 2024
Location 3	Oct 2024
Location 4	Oct 2024
Location 5	Nov 2024
Location 6	Nov 2024
Location 7	Nov 2024
Location 8	Dec 2024
Location 9	Dec 2024
Chennai	Jan 2025
Mumbai	Jan 2025
Panipat	Feb 2025
Location 13	Feb 2025
Location 14	Mar 2025
Coimbatore	Mar 2025
Semi-Final – April 2025	
INDIA FINALE – April 2025	

College Participation Fee/ Sponsor College

Teams & Benefits	Fee
5 Teams	₹ 10,000 + GST
11 Teams	₹ 20,000 + GST
21 Teams	₹ 40,000 + GST

The fee paid is non-refundable / non adjustable, although participation by a substitute team is allowed.

For online PAYMENT

https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILLDETAILS.ASPX

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

Prizes



Principal Sponsor



Co-sponsors



Associate Sponsor



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