

# 28<sup>th</sup> 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

Chennai	05 - 07 Feb 2025
Delhi	13 - 15 Feb 2025
Ahemdabad	19 - 21 Feb 2025
Panipat	19 - 21 Feb 2025
Palakkad	26 - 28 Feb 2025
Hyderabad	04 - 06 Mar 2025
Pune	11–13 Mar 2025
Mumbai	18 - 20 Mar 2025
Bhopal	20 - 22 Mar 2025
Coimbatore	24 - 26 Mar 2025
Roorkee	Mar 2025
Semi-Final – March 2025, Coimbatore	
INDIA FINALE – March 2025, Coimbatore	

## 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\\_FILDETAILS.ASPX](https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILDETAILS.ASPX)  
For online registration, please visit <https://simulation.aima.in>

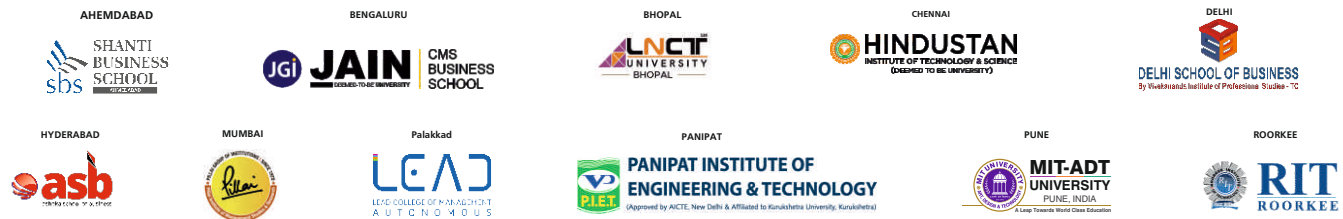
## Prizes



### Principal Sponsor



### Co-sponsors



### Gift Sponsor



### For Sponsorship Contact

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