



SHARPENING BUSINESS ACUMEN

Online Management Development Program
Simulation Based Business Acumen Workshop

Date : 28th – 29th January, 2022

Business Simulation

Business simulation is a technique for developing, testing, and evaluating business strategies in a virtual environment. With the latest computer technology, state of-the-art business simulations can manage hundreds of variables simultaneously and provide tremendous realism. It will provide the attendees a realistic and enjoyable learning experience and benefit with understanding the cross-functional relationships among various management functions, honing operative and strategic decision-making skills under constraints of time, finances and information.

Understanding the financial implications of the decisions taken, and the importance of team work under trying business situations and above all gets a synoptic view of a company's operations and experience the thrill of running a company in a competitive environment, developing business acumen through business simulation.

Learning Approach

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.

Workshop Objectives

- Developing decision-making skills
- Understanding the impact of decision-making on financial statements
- Understanding working relationship of various management functions
- Understanding of the wider strategic picture of business.
- Sharpening analytical ability of business data for better decision-making
- Better decision making under resource constraints
- Managing business under continuously changing environment

Key Learning

- Nurture business acumen and business decision making
- Critical business data analysis & financial statement analysis
- Cost benefit analysis
- Understanding the working relationship of management functions
- 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

Who Is It

This program is designed for all level of professionals who are looking at rising up the leadership ladder towards more accountable positions.

Programme Certificate

Upon the successful completion of the programme, participants will be conferred a Management Development Programme Certificate awarded by All India Management Association.



Workshop Pedagogy

- A business case scenario is presented to the participants. They have to take decisions to maximize their Profit after Tax (PAT)
- All participants are divided into a team of 3 members each. They assume the responsibility of the functional heads of the company.
- The session will start with a briefing of around 2 hours detailing the simulation case, followed by a Trial round and 5 actual Qtrs/ decision round that are spread over 2 days.
- Each quarter will have briefing & debriefing session.
- Teams will compete in the market to maximize the winning criteria by selling the company product line in the competitive market.
- Participants submit their decision with in fixed time limit and within few minutes their results will be published.
- Teams will decide on the pricing, advertisement & branding of the product, taking bank loan to maintain the cash flow, buy plant & machinery etc. All team members will take decision to out-perform their competitors.
- In each round new situation will emerge like change in labour cost, technology up gradation, change in input material cost, change in government policy, change in vendor, tender bidding etc.
- Each participant will get program material in advance & reading will be a pre-requisite

Programme Schedule

Day 1

Session 1 (2 hours)

1. Introduction of Business Simulation and its takeaways
2. Introduction of business case study
3. Understanding of financial statements and other analytical reports
4. Rules of the simulation case study and its impact on Financial reports

Session 2 (1.5 hours)

1. Discussion on Trial round challenges
2. Building of excel models for product costing
3. Trial round decision making and submission

Session 3 (1.5 hours)

1. Analysis of Trial round results and competition
2. Financial ratio analysis
3. Discussion on new issues in quarter 1
4. Cost Benefit Analysis of projects choices using MS Excel

Session 4 (1.5 hours)

1. Quarter 1 Decision making & submission
2. Contractual Tender bid submission Analysis
3. Make or Buy decisions
4. Results and competition Analysis of quarter 1

Day 2

Session 1 (2 hours)

1. Discussion on Q2 challenges
2. New product launching cost benefit analysis
3. Non- Financial factors influencing business decision
4. Selection of new vendor option
5. Financial & Competition Analysis after Q2 reports

Session 2 (1.5 hours)

1. Discussion on Q3 challenges
2. Cost Benefit analysis of New Technology using excel modeling
3. Factors involved in choosing the branding options
4. Analysis of expansion options through retail stores
5. Decision on adding new product
6. Financial & Competition Analysis after Q3 reports

Session 3 (1.5 hours)

1. Discussions on Q4 challenges
2. Inventory management
3. Company Acquisition decisions- cost benefit analysis
4. Disbandment of existing Plant decision
5. Financial & Competition Analysis after Q4 reports

Session 4 (1.5 hours)

1. Discussion on Q5 Challenges
2. Factors involved in bidding for contractual demand
3. Final Analysis and Debriefing

Registration Process

A team of maximum 2-3 members from different functional areas can be nominated by the Corporate and Institutional faculty. Multiple teams can also be nominated.

Programme Fee

No. of Team	AIMA/LMA MEMBERS (Per Team)	NON-MEMBERS (Per Team)
1 Team	₹ 20,000	₹ 22,000
2 – 5 Teams	₹ 18,000	₹ 20,000
6 Teams & Above	₹ 15,000	₹ 18,000

GSTIN No. - 07AAATA1644A1ZH

PAN No. - AAATA 1644 A

- 18% GST will be charged extra
- The program would be conducted digitally on a secured platform meeting the security measures as suggested by CERT-IN and MHA Advisories
- Registrations are confirmed upon receipt of payment only
- Log-in details for joining the program will be shared with the participant(s) only after the receipt of the participation fee

For online registration

[CLICK HERE](#)

Sample Certificate



Companies Participated in Past

AUIIP	Indian Oil Corporation Limited	Seksaria Group
Avineon India	Maa Saraswati Educational Trust	Shipping Corporation of India
BSCPL Infrastructure Limited	Nifco India Pvt. Ltd.	Tata Motors
CLP India	NLC India Ltd.	Tata Steel Long Products Limited
College of Engineering Pune	NTPC	TCI Group
Croda	Primacy	The Manipal Group
Gati	Purbanchal Laminates Pvt. Ltd.	XIME, Bangalore
Gujarat Sidhee Cement Limited	QuEST Global Services Pte. Ltd.	Zoryboard
HLS Asia	Saint Gobin	
HPCL	SeedWorks International Pvt. Ltd.	

Testimonials

Every decision is impacting organizational growth so we learn to take care as a leader in making any decision.

NIFCO Pvt Ltd.

We learn how to grow business, learning about balance sheet & also expenditure & profit regarding the business.

Tata Steel Long Products Ltd.

Got good understanding of basics of company financial. Can do better decision making in future. Great simulation exercise.

Quest Global.

For Registration Contact

Ravi Jangra, Deputy Director
M - 9811811231, E- rjangra@aima.in

All India Management Association, Management House,
14, Institutional Area, Lodi Road, New Delhi – 110 003
<http://simulation.aima.in>