

# 27<sup>th</sup> STUDENT MANAGEMENT GAMES

EXPERIENCE,  
COMPETE AND  
WIN!

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

## What is Business Management Simulation?

Management Simulation is a Computer based event that simulates a business scenario. It creates an opportunity for the participants to manage a business with multiple functional areas. They get to experience active competition and gain the necessary perspective to handle it. They take strategic business decisions and see the impact through AIMA's indigenously developed software 'CHANAKYA'. The essence of Management Simulation is 'Learning by Doing'.

## Eligibility

A team of maximum 3-4 members can be nominated by the institution. Students of MBA, PGDM, BBA, B.Com, Engineering, CFA & equivalent professional programmes of any college or institution can participate.

## Sponsorship Options for Hosting Institutes (Excluding GST)

Sponsorship	Category	Fees	Benefits	
			Teams in SMG	In-house Competition
Principal Sponsor	National Finale & Semi-Finale Hosting	₹ 3,00,000	30 Teams	1 Complementary
Co-Sponsor(s)	Regional Round(s) Hosting	₹ 2,00,000	15 Teams	1 Complementary
Associate Sponsor(s)	Bulk Teams	₹ 1,50,000	50 Teams	1 Complementary
Institutional Contributor(s)	Bulk Teams	₹ 1,00,000	30 Teams	

## Dates & Regions

Bhopal	30 Oct - 3 Nov 2023
Ahmedabad	11-15 Dec 2023
Pune	Jan 2024
Chennai	Jan 2024
Hyderabad	05-09 Feb 2024
Mumbai	12-15 Feb 2024
Ghaziabad	19-23 Feb 2024
Panipat	26-29 Feb 2024
Coimbatore	Mar 2024
Semi Final & National Finale April 2024	

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

## Prize



Gift Sponsor



Co-Sponsors & Venue Host



### For Sponsorship Contact

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### For Registration Contact

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<https://simulation.aima.in/national-competitions/smg>