



GUJARAT TECHNOLOGICAL UNIVERSITY

CENTRE FOR GLOBAL BUSINESS STUDIES

ORGANIZES

Faculty Development Program on Computer Based Business Simulation

19th April 2015 (SUNDAY) at 10:00 AM | GTU Gandhinagar Campus

Background of the FDP

GTU in association with Rathgeber & Partner GmbH, Germany has conducted series of workshops on computer based Business Simulation at Ahmedabad, Gandhinagar, Baroda, Bharuch and Rajkot in the month of February 2015 for faculty members of GTU MBA institutes. The objectives of the workshops were to introduce the Business Simulation software to MBA faculty members and to know their feedback regarding usefulness of such tool in teaching and learning paradigm of existing MBA program. GTU and R & P have received very positive response from the participants with a feedback to organize a full day Hands-on FDP on the Business Simulation Program. On basis of the feedback from participants of earlier workshop GTU – CGBS has decided to organize a ‘One day Faculty Development Program (FDP) on Computer based Business Simulation’ for all faculty members of GTU affiliated MBA institutes.

For details of workshops please logon - http://www.gtu.ac.in/circulars/15Apr/07042015_01.pdf

About the Business Simulation Software - LUDUS®

LUDUS® is a computer based Business Simulation where students work on real life business decisions with the simulation software and implement their theoretical learning in actual strategic decisions on key areas as a Manager. The major decision fields are marketing, production, logistics and finance. Business Simulation provides students the opportunity to participate in the process of analyzing complex, ill-defined problems which requires short, medium and long-term planning in a realistic environment. Throughout the various time periods, the game demonstrates interrelationships among problem components and fosters students to gain insights on organization’s problems in various functional areas. GTU is planning to introduce this program as an optional add-on into semester III from Academic year 2015-16.

Objectives

- To provide the understanding of various aspects of LUDUS® Business Simulation
- To deliver hands-on experience to use LUDUS® Business Simulation
- To learn how to create scenario for students, monitor students’ decision in different domains, generate & analyse reports and mentor students for the next round.
- To gain adequate expertise in handling LUDUS® Business Simulation software.

Contents of FDP:

The one day FDP will be conducted in two sessions. Session I will deal with introduction of LUDUS® Business Simulation and its various aspects. Session II will be the practical session where, the faculty members will work on the scenario and exercise the simulation strategies. Faculties will do the exercise in the computer lab with a group formation.

The program will provide you with valuable experience in understanding of all the aspects which, your students will learn through LUDUS® Business Simulation, including:

- Decision Boundaries
 - Group Name
 - Number of Products and Markets
 - Products Name
 - Market Names

- Decision Basis
 - Market (Economy, Price, Volume, Advertising impact, Research impact, Service Impact)
 - Balance (Assets and Liabilities)
 - Machines (Kind 1, 2 and 3)
 - Resources (No. of workers, Raw material, Finished products)
 - Finance (Long term loan, dividends)
 - Price Index.

- Decision Parameters
 - Transportation and storage
 - Finance
 - Administration
 - Planning
 - Sales chances
 - PS function
 - External production
 - Raw Material and suppliers
 - Machines
 - Personnel
 - Social costs
 - Participants.

Who Should Participate?

Directors, HODs, and faculty members from all GTU affiliated MBA colleges.

Certificate of Participation

The certificate of participation will be awarded to all participants jointly by GTU and R & P Germany

How to Register? (Last date of Registration: 13/4/2015)

For the registration please fill the required details in the online link give below
<http://goo.gl/forms/SnRh9YRolp>

Venue:

Gujarat Technological University
GANDHINAGAR CAMPUS
Nr. Government Polytechnic
K-6 Circle, E-4 Electronic Estate G.I.D.C, Sector - 26,
Gandhinagar-382028- Gujarat
Phone: (079) 23267800

NOTE:

- Last Date of registration is 13/4/2015
- In order to encourage active participation, after the registration each participant will provided a manual in advance for reference purpose through email.
- The **batch capacity of the FDP is only 60 Participants** (For one Day). So, the eligibility of participation shall be considered on FCFS basis. The first 60 registrations shall be considered for the participation and they will receive the confirmation mail on 17th evening by 6:00 PM. So, all aspirants are requested to take a note for this and register on priority basis to ensure the availability of seats.
- In case, if we receive a considerable number of registration over and above 60, we may plan the FDP on any suitable date after 19th and will try to accommodate the participants who have registered after the registration number 60.

CONTACT:

Dr. Kaushal Bhatt:	[ap1_cgbs@gtu.edu.in]	[9099063069]
Mr. Keyur Darji:	[research.gbs@gtu.edu.in]	[8866098866]