



GUJARAT TECHNOLOGICAL UNIVERSITY

Centre for Global Business Studies

ORGANIZES

Workshop on Computer Based Business Simulation

About the Workshop

GTU in association with Rathgeber & Partner-GmbH - Germany is planning to launch a computer based Business Simulation Course for the management students of semester-3 as a part of Subject " Strategic management " on optional basis as a pilot project. Once the students have the hands-on practice of this course in Semester III, it can be very well utilized in Semester IV in their practical projects like GCSR and CP.

Students will be asked to make and analyses of various strategies related to Finance, Marketing, HR or Production etc. with the help of this Business Simulation program. It gives various hypothetical situations, options and alternatives to the students to analyze the business strategies with the help of this software. This is a very useful program for Management students, which provides student an opportunity to participate in the process of analyzing complex, industry-defined problems, requiring short, medium and long-term planning in a realistic environment under a risk free environment. The main Strategic decision fields are marketing, production, logistics and finance. **As a first step of this initiative, GTU is going to train the Faculties of MBA for this particular course to let them understand the basic structure and fundamental technicality of the course.**

Highlights of the course:

- Practical & activity based program enhances the Managerial skills, decision making skills, can develop critical thinking skill, increase entrepreneurship ability, increase department integration knowledge, experience the real industry set up and run activities
- Can experiment multiple theory for Industrial Entrepreneurship
- Increase confidence level before joining industry
- World wide student community accepted program as part of their curriculum
- Suitable & recommended for the students of Management, Business & Engineering.
- Comprehensive study coverage of domain. (Marketing, Finance, H.R and Production)
- German Certification from Rathgeber & Partner -GmbH
- Training to Trainers for execution of the program and technical Support

Workshop Agenda

- (a) Introduction of **BUSINESS SIMULATION**
- (b) Presentation with program Features
- (c) Practical Demonstration of the program & its operations
- (d) Question Answer session

Who Should Attend?

- Faculty members from GTU affiliated MBA institutes
- Directors, HODs of GTU affiliated MBA Institutes

Venues Of The Workshop

| Date and Time | Venue | Contact Person |
|-------------------------------------|---|--|
| 23/2/2015 (10:00 AM to 01:30 PM) | Shri Jairambhai Patel Institute of Management (NICM) Gandhinagar | Dr. S O Junare [9099063369] [director_mbanicm@yahoo.com] |
| 24/2/2015 (10:00 AM to 01:30 PM) | Parul Institute of Management, Waghodia, Vadodara | Prof. Dr. P.G.K. Murthy [9998036240] [pgkmurthy2@gmail.com] |
| 25/2/2015 (10:00 AM to 01:30 PM) | Narmada Institute of Management.–Bharuch | Dr. Trupti Almoula [9723460626] [s_almoula.yahoo.com] |
| 26/2/2015 (10:00 AM to 01:30 PM) | Marwadi Education Foundation, Rajkot | Dr. Chinnam Reddy [9727778190] [screddy7@marwadieducation.edu.in] |

Link for Registration:

https://docs.google.com/a/gtu.edu.in/forms/d/1z-9vCv0IVghaH9SYee190G_UQxAn436A6YBvPbLJJ2w/viewform

Last date of registration: 20/02/2015 (Friday) (5:00 PM)