



**Mohamed Sathak Department of Management Studies**

**MS-DoMS**

*Creating innovative thinkers and global leaders*

## **27<sup>th</sup> Student Management Games, CHANAKYA- AIMA**

**A Business Challenge-Computer Simulated Management Games**

**Date: Tue & Wed, 23 & 24 Jan 2024**

**Timings: 9 am-5:30pm**

**VENUE: MGR AUDITORIUM, Hindustan University, Padur, Chennai**

**No. of Attendees: 7 students of MBA 30th Batch 2023 – 2025 and**

**1 Faculty Members – MS-DoMS**

**Game Coordinator: Mr. S.C. Tyagi, Deputy Director-Business Simulation, AIMA**

### **Why Simulation!**

Business simulation is a technique for developing, testing, and evaluating business strategies in a virtual environment before committing real money and effort in the marketplace. With the latest computer technology, state-of-the-art business simulations can manage hundreds of variables simultaneously and provide tremendous realism. AIMA creates business simulations using its unique and powerful software model, Chanakya.

You will have a realistic and enjoyable learning experience, where you actually manage a multimillion company and benefit with:

1. Understanding the cross-functional relationships among various management functions.
2. Exposure of running a company in a simulated environment without causing damage to a live company.
3. Honing operative and strategic decision making skills under constraints of time, finances and information.
4. Understanding the financial implications of the decisions taken. Helping in finding and employing the available information for the data analysis of their own and competitor's business.

5.Understanding 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.

6.Developing business acumen through 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.

As this is a national event there was intense competition from other 60 teams including outstation teams from XIME Hosur, CMS Business School, Bangalore, American College Madurai etc.



The welcome address by Dr. Karupasamy ramanathan,Dean of School of Management Hindustan University,Felicitation by team Dr Chinnatambi,program Co-ordinator,Vote of thanks by Dr. Badrinarayanan, HOD,Management.

**Mohamed Sathak Department of Business Studies there has been an active participation from the following students (MBA I ) years:**

**Team I Harini,Kanimozhi,Shobana & Raghul**

**Team II Javeed,Jency,& Sheik Abdulla**



**SRM emerged as the South regional Champion from Chennai!**