

**GUJARAT  
TECHNOLOGICAL  
UNIVERSITY**



**CENTRE FOR GLOBAL  
BUSINESS STUDIES**

## **Workshops on Computer Based Business Simulation Software**

**21<sup>st</sup> to 26<sup>th</sup> February 2015**

Looking at the globally competitive scenario in today's corporate sector, it is high time for all management graduates to develop the skill-based core competencies. GTU always initiate the programs and activities which enable its studies with necessary skills so that they can develop a better knowhow and competitiveness for their professional career. In the same line, GTU in association with Rathgeber & Partner-GmbH - Germany (R&P) 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.

In the simulation practices, students will be asked to develop various strategies related to Finance, Marketing, HR or Production with the help of this Business Simulation program. The software gives various hypothetical situations and alternatives to students by which they can develop business strategies/plan for a specific product in selected markets. This is very useful program for Management students, which provides an opportunity to participate in the process of analyzing complex, industry-defined problems of realistic environment under a risk free environment of simulation.

**As a first step of this initiative, GTU - CGBS has organized series of the workshops to train the Faculties of MBA for this particular course especially to provide them an understanding of the basic structure and technical fundamentals of the course.**

**The workshops have been conducted at 5 institutes across the zones of GTU from 21<sup>st</sup> to 26<sup>th</sup> February 2015.**

## I. GTU Chandkheda Campus (21<sup>st</sup> February 2015):

The 1<sup>st</sup> workshop was organized at GTU Chandkheda Campus on 21<sup>st</sup> February 2015. The Faculties of GTU's PG Research Centres, Deputy Director and Director have participated in the workshop.

Mr. Keyur Darji, Research Associate, CGBS GTU briefed the participants regarding the objectives of the workshop and importance of business simulation techniques in management studies.



**Mr. Narayanaswamy Vilvadrinath**, Asia Head - (Projects) from R & P explained about the concept, briefed about the company and its core strengths. **Mr. Rajan Shah** from ICAAR explained about the structure and technical features of their business simulation software "LUDUS®" by R&P.

He conducted the session with a hypothetical case and explained each and every inputs to be given by the faculties and then its process at student's platform. Looking at the implications of the theoretical fundamentals of management in simulation based decision making, the group of faculties from GTU PG research centres done thorough discussion about the features of the software. At the end, Dr. Pankajray Patel, Director - GTU felicitated the officers from R & P with memento.



## II. SJPI NICM Gandhinagar (23<sup>rd</sup> February 2015):

On 23<sup>rd</sup> February 2015, the 2<sup>nd</sup> workshop was conducted at SJPI NICM Gandhinagar for zone 1 and zone 2 faculties. MR. Ravish Shah, Mr. Rajan Shah and Mr. Narayanaswamy Vilvadrinath interacted with the participants. Approximately 14 faculty members of

SLIM, SJPI, NRIBM, RBIMS, KIM and GIT interacted with the trainers and discussed on the adaptability of this software for teaching the business simulation in the classroom.

Dr. S. O. Junare, Director SJPI NICM Gandhinagar has inaugurated the workshop with his welcome speech and he highlighted the need of this kind of workshop for the faculty development in present scenario of management education. Soon after that, Mr. Narayan Swami started his first session and discussed about the important dimensions of this software and its utilization across the world. Mr. Rajan discussed about Business Simulation and also Demonstrated LUDUS®. Mr. Keyur Daraji from GTU represented the university in the workshop and discussed that how this software can be used for GCSR and CP for Sem III and Sem IV students of MBA. He has appreciated the efforts of the institutes for coordinating workshop. Mr. Ravish Shah has also interacted with faculty members and solved their queries during the demonstration. The faculty members appreciated this initiative and expressed their willingness to go for detailed FDP for the software training. The workshop was coordinated by Dr. Mamata Bhrambhatt and Dr. Narayan Baser at SJPI NICM.



### **III. Parul Institute of Management and Research, Vadodara (24<sup>th</sup> February 2015):**

The 3<sup>rd</sup> Workshop for the faculties of Zone 3 was organized on 24<sup>th</sup> February 2015 at Parul institute of Management & Research, Waghodia, Vadodara. The workshop was attended by senior professors of various MBA institutes of Vadodara like C.K. Shah Vijapurwala Institute of Management, ITM Universe, Parul Institute of Engineering & Technology- MBA & Parul Institute of management.

Dr, P.G. K. Murthy, Director of Parul Institute of Management & Research introduced Mr. Narayanaswamy Vilvadrinath, Mr. Rajan Shah, and Mr. Ravish Shah.



Mr. N Vilvadrinath introduced the software and discussed the importance and need of business simulation software in today's academic practices in Business Management filed. Mr. Rajan Shah demonstrated the software and explained the technical features to all participants.



#### **IV: Narmada Institute of Management, Bharuch (25<sup>th</sup> February 2015):**

The 4<sup>th</sup> Workshop was organized at Narmada Institute of Management, Bharuch. Dr. Trupti Almoula, I/C Director NIM Bharuch and Prof. Kunal Mojindra have coordinated the workshop. The team of R & P; Mr. Narayanaswamy Vilvadrinath, Mr. Rajan Shah as conducted the workshop. The workshop was conducted with same structure as other places i.e Introduction by Mr. N Vilvadrinath and technical demonstration and explanation by Mr. Rajan Shah. The demonstration was followed by very interactive and healthy question and answer session. The faculties provided few good suggestions for organizing detailed FDP and implementing the program in MBA curriculum.

About 10 faculties from GRIMS - Vapi, S S Agrawal Institute of Management, Navasari, SRICT Ankleshwar, Luthra- Surat and NIM Bharuch participated in the workshop.



## V: Marwadi Education foundation at Rajkot (26th February 2015)

For the faculties of zone 4, the business simulation workshop was organized at Marwadi Education Foundation, Rajkot on 26<sup>th</sup> February 2015.

In the leadership of Dr. Chinnam Reddy, the senior faculties from Faculty of Management studies, Marwadi Education Foundation coordinated the workshop. The team of R & P; Mr. Narayanaswamy Vilvadrinath, Mr. Rajan Shah as well as Mr. Ravish shah interacted with the participants.

Faculties from different institutes from Rajkot, Porbandar, Jamnagar, Junagadh and Veraval had participated in the FDP.

The FDP was focused on Business Simulation Technique as a pedagogy in Management teaching. Mr. Narayanaswamy Vilvadrinath introduced the company and briefed about the need of software. Mr. Rajan Shah demonstrated LUDUS®. Faculties discussed implementation strategy and outcome of this initiative.

Faculties found the program rich and engaging. They appreciated the proactiveness of GTU in understanding the needs of students and taking steps to fulfill it.



Looking at the positive response from participants across the zones, GTU is planning to go further to organize a hands-on training for Faculties (FDP) where, the participants will get a practical experience to exercise the Business Simulation Strategies through LUDUS®.

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