

AIMA

ALL INDIA MANAGEMENT ASSOCIATION

Chanakya

A BUSINESS MANAGEMENT SIMULATION



HELPING TO LEARN MANAGEMENT STRATEGY
TO KEEP YOUR COMPANY AHEAD OF COMPETITORS

BUSINESS MANAGEMENT SIMULATION

Business Management Simulation exposes the participants to the real economic environment and business issues related to finance, operations and marketing. Participants are empowered to develop strategy, execute tactics and analyze competitors. They go through the pains and gains of running a company in a hypothetical environment and see the impact of their decisions on business.

PHILOSOPHY OF BUSINESS MANAGEMENT SIMULATION –CURRENT TREND

The philosophy behind the management simulations is "learning by doing". It is similar to someone learning to play an instrument or flying an airplane. He/she needs to experience and practice. Airline pilots practice on flight simulators, likewise business simulator assist the managers to hone up their skills for making smarter business decisions.

CHANAKYA –A BUSINESS MANAGEMENT SIMULATOR

Chanakya is a computer simulated Business Management TOOL based on specifically created scenarios that focus on developing the business acumen and sharpens the decision making skills of professionals. Conflicting situations induce the Participant to take decisions under extreme pressure, as in real life situations. These situations/scenarios closely resemble business events that are encountered in an organisation.

CHANAKYA BUSINESS SIMULATOR PROCESS

- A team of 3-4 members participate in 5 rounds spread over 2 days.
- Functional heads are appointed by a team to adopt a role of CEO, CFO, COO and CMO.
- Each team represents an enterprise.
- A hypothetical Business Case is presented to each team with economic data and financial reports.
- Participants maximize the pre-defined winning criteria.
- Every team works on Company operations, marketing and pricing strategies, cost management and product development to reach the goal before their Competitors.
- The participant decisions in running their enterprise are fed into a sophisticated computer algorithm that models real world.



TRACK RECORD

The Business Simulation is recognised as a fastest and most effective technique of training. AIMA has conducted the CHANAKYA for over 12,000 participants in 500 corporate and 200 Business Schools across the country during the last decade and a half. The most recent Indian beneficiaries are :

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|--------------------------|-----------------------------|
| ❖ Indian Oil Corporation | ❖ Aditya Birla Group |
| ❖ Tata AIG | ❖ NTPC |
| ❖ SAIL | ❖ Tata Steel |
| ❖ Reliance Industries | ❖ ONGC |
| ❖ Maruti Suzuki | ❖ Hero Honda |
| ❖ Dr Reddy Laboratories | ❖ Infosys |
| ❖ Bosch | ❖ Jindal Steel & Power Ltd. |
| ❖ Bank of Baroda | ❖ Asian Paints |
| ❖ LG Electronics Ltd. | ❖ Siemens Ltd. |

and many more

Beneficiaries from Management Institutes are :

- | | |
|--|------------------------------|
| ❖ IIT - Chennai | ❖ ICFAI |
| ❖ IIFT - Delhi | ❖ Symbiosis - Pune |
| ❖ XLRI- Jamshedpur | ❖ IIM- Lucknow |
| ❖ PSG - Coimbatore | ❖ Sinhgad Institutes - Pune |
| ❖ Pacific Institute of Management, Udaipur | ❖ Punjab Engineering College |
| ❖ Birla Institute of Management & Technology | ❖ FMS - Delhi |

and many more

LEARNINGS

Participants will have a realistic and enjoyable learning experience, where they actually manage a multi-million company and benefit with:

- ❖ Understanding the cross-functional relationships among various management functions.
- ❖ Exposure to run a company in simulation without causing damage to a live company.
- ❖ Honing strategic decision making skills under resource & time constraints.
- ❖ Understanding the financial implications of the decisions taken.
- ❖ Understanding the importance of team work under trying business situations and above all,
- ❖ Get a synoptic view of a company's operation and experience the thrill of running a company in a competitive environment.



LEARNING VALUES

Most effective training and learning methodology over conventional classroom talk, case study, role play etc. Simulation is a 2 year MBA compressed into 2 days.

WHAT THEY SAID?

“We were able to see the organization from top management Perspective” **(Siemens Ltd.)**

“The intricacies of the games emphasized the need for coordinated effort” **(BHEL)**

“Chanakya software tests the participants managerial skills” **(Business Standard)**

“We were virtually leaders of a company down to our veins” **(Aditya Birla)**

ABOUT AIMA

Founded in 1957, All India Management Association (AIMA) is an autonomous body which plays a proactive role in pooling management thoughts within the country. It is a platform to develop National Managerial ethos and an organization to facilitate the furtherance of the management profession in the country. AIMA's activities / initiatives include:

- ❖ Distance Management Education
- ❖ Events & Conferences
- ❖ Research
- ❖ Testing Services
- ❖ Management Development Programs
- ❖ Publications
- ❖ Competitions

Affiliated with AIMA are a federation of LMAs (Local Management Associations) with as many as 58 across the country and 2 co-operating management associations abroad - Qatar Indian Management Association and Mauritian Management Association. AIMA has over 3000 institutions and 30,000 individual members.

AIMA is represented on a number of policy making committees of the Government of India, the Indian Institutes of Management, All India Council for Technical Education (AICTE) and other professional bodies like the Bureau of Indian Standards and the National Productivity Council.

AIMA is also a member of Asian Association of Management Organization. AAMO is a partnership of national management organizations in the Asian region whose purpose is to share and actively leverage resources to enhance the achievement of their missions. AIMA also maintains close links with a number of overseas professional bodies and institutions like the American Management Association, Chartered Management Institute (UK), all the National Management Organisations in the Asia Pacific Region and St Gallen University of Switzerland etc.

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