



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Business Simulation

Learning Outcome

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 decisionmaking 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.

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Schedule and Syllabus:

Case Study on - MPX –Mobile Music player Industry

Day-1

Session 1 (2 hours)

- 1.Introduction of Business Simulation and its takeaways
- 2.Introduction of business case study
- 3.Understanding of financial statements and other analytical reports
- 4.Rules of the simulation case study and its impact on Financial reports

Session 2 (1.5 hours)

- 1.Discussion on Trial round challenges
- 2.Building of excel models for product costing
- 3.Trial round decision making and submission

Session 3 (1.5 hours)

- 1.Analysis of Trial round results and competition
- 2.Financial ratio analysis
- 3.Discussion on new issues in quarter 1
- 4.Cost Benefit Analysis of projects choices using MS Excel

Session 4 (1.5 hours)

- 1.Quarter 1 Decision making & submission
- 2.Contractual Tender bid submission Analysis
- 3.Make or Buy decisions
4. Results and competition Analysis of quarter 1

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Day-2

Session 1 (2 hours)

1. Discussion on Q2 challenges
2. New product launching cost benefit analysis
3. Non- Financial factors influencing business decision
4. Selection of new vendor option
5. Financial & Competition Analysis after Q2 reports

Session 2 (1.5 hours)

1. Discussion on Q3 challenges
2. Cost Benefit analysis of New Technology using excel modeling
3. Factors involved in choosing the branding options
4. Analysis of expansion options through retail stores
5. Decision on adding new product
6. Financial & Competition Analysis after Q3 reports

Session 3 (1.5 hours)

1. Discussions on Q4 challenges
2. Inventory management
3. Company Acquisition decisions- cost benefit analysis
4. Disbandment of existing Plant decision
5. Financial & Competition Analysis after Q4 reports

Session 4 (1.5 hours)

1. Discussion on Q5 Challenges
2. Factors involved in bidding for contractual demand
3. Final Analysis and Debriefing

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Day-3

Session 1 (2 hours)

1. Introduction of Business Simulation and its takeaways
2. Introduction of business case study
3. Understanding of financial statements and other analytical reports
4. Rules of the simulation case study and its impact on Financial reports

Session 2 (1.5 hours)

1. Discussion on Trial round challenges
2. Building of excel models for product costing
3. Trial round decision making and submission

Session 3 (1.5 hours)

1. Analysis of Trial round results and competition
2. Financial ratio analysis
3. Discussion on new issues in quarter 1
4. Cost Benefit Analysis of projects choices using MS Excel

Session 4 (1.5 hours)

1. Quarter 1 Decision making & submission
2. Contractual Tender bid submission Analysis
3. Make or Buy decisions
4. Results and competition Analysis of quarter 1

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Day-4

Session 1 (2 hours)

1. Discussion on Q2 challenges
2. New product launching cost benefit analysis
3. Non- Financial factors influencing business decision
4. Selection of new vendor option
5. Financial & Competition Analysis after Q2 reports

Session 2 (1.5 hours)

1. Discussion on Q3 challenges
2. Cost Benefit analysis of New Technology using excel modeling
3. Factors involved in choosing the branding options
4. Analysis of expansion options through retail stores
5. Decision on adding new product
6. Financial & Competition Analysis after Q3 reports

Session 3 (1.5 hours)

1. Discussions on Q4 challenges
2. Inventory management
3. Company Acquisition decisions- cost benefit analysis
4. Disbandment of existing Plant decision
5. Financial & Competition Analysis after Q4 reports

Session 4 (1.5 hours)

1. Discussion on Q5 Challenges
2. Factors involved in bidding for contractual demand
3. Final Analysis and Debriefing


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