

Course: Workshop on Busi	ness Simulati	on			
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Exa mina tion (TEE)
40	-		. 4	40	60

TRICENTENARY UNIV

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(UGC Approved)

### **Course Rationale:**

This workshop on business simulation is designed to provide students with an in-depth understanding of various business processes and decision-making. The course will focus on providing hands-on experience to students through the use of simulations, case studies, and interactive discussions. The aim of this course is to help students develop a comprehensive understanding of various business scenarios and enable them to make sound decisions that can positively impact their organization's bottom line.

#### **Course Objectives:**

- 1. To understand the importance of business simulation and its role in decision-making.
- 2. To analyze different business scenarios and identify the key factors that influence decision-making.
- 3. To apply different business simulation models to real-life scenarios and develop effective strategies for different business functions.
- 4. To analyze different types of risks and develop effective risk mitigation strategies.
- 5. To develop an understanding of the importance of effective communication and collaboration in decision-making.

## Outcomes: After completion of the course the student would be able to

1. Recall different types of business simulation models and their applications.

2. Analyze different business scenarios and identify the key factors that influence decision-making.

3. Analyze different business scenarios and develop effective strategies based on the analysis.

4. Assess the impact of different risks on organizational performance.

5. Develop new strategies for different business functions based on analysis and evaluation.

**Prerequisite(s):** The students should be equipped with the basic terms used in business/management along with the background knowledge of various strategies.

# Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

#### Syllabus:

Session 1: Introduction to Business Simulation Overview of the course and its objectives Introduction to business simulation and its importance

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Types of business simulation models

Session 2: Business Environment Simulation Overview of business environment simulation Analysis of different environmental factors Scenario planning and decision-making

Session 3: Marketing Simulation Overview of marketing simulation Analysis of different marketing strategies Consumer behavior and market research

Session 4: Production and Operations Simulation Overview of production and operations simulation Analysis of production processes and supply chain management Decision-making in production and operations

Session 5: Financial Simulation Overview of financial simulation Financial analysis and forecasting Investment decisions and financial planning Session 6: Human Resource Simulation

Overview of human resource simulation Employee management and motivation Recruitment and retention strategies

Session 7: Business Strategy Simulation Overview of business strategy simulation Analysis of business scenarios Strategic decision-making

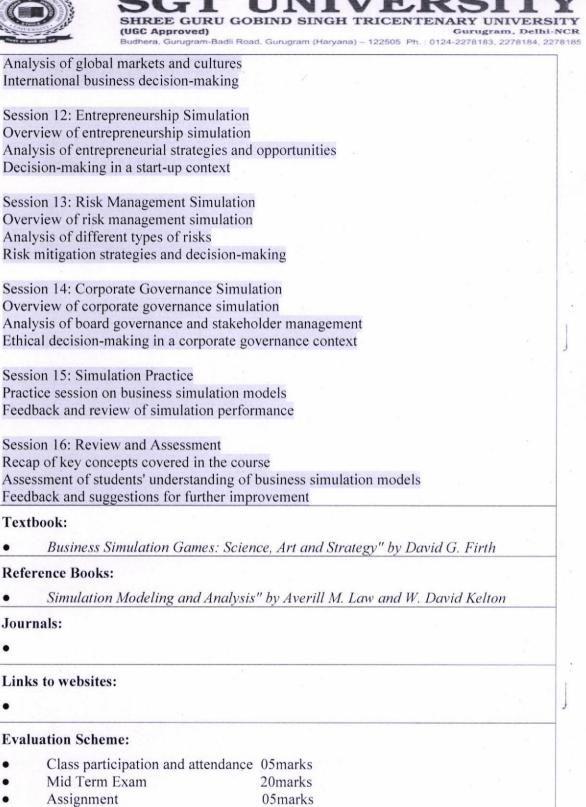
Session 8: Business Ethics Simulation Overview of business ethics simulation Ethical decision-making and corporate social responsibility Legal and regulatory compliance

Session 9: Case Study Analysis Analysis of real-life case studies Discussion on the application of business simulation models Identification of key takeaways from case studies

Session 10: Industry Simulation Overview of industry simulation Analysis of industry trends and competition Strategic decision-making in an industry context

Session 11: International Business Simulation Overview of international business simulation





- Team Project Presentation 10marks
- Term-End Exam 60marks

Total

100marks

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## **Program Outcomes**

- 1. Apply Knowledge of Management Theories and Practices to solve business problems.
- 2. Foster Analytical and Critical abilities for data-based decision making
- 3. Ability to develop value-based leadership ability
- 4. Ability to understand, analyze, communicate global, economic, legal and ethical aspects of business.
- 5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment.

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