



Course: Workshop on Business Simulation					
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
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: <ol style="list-style-type: none">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 <ol style="list-style-type: none">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

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Analysis of global markets and cultures
International business decision-making

Session 12: Entrepreneurship Simulation
Overview of entrepreneurship simulation
Analysis of entrepreneurial strategies and opportunities
Decision-making in a start-up context

Session 13: Risk Management Simulation
Overview of risk management simulation
Analysis of different types of risks
Risk mitigation strategies and decision-making

Session 14: Corporate Governance Simulation
Overview of corporate governance simulation
Analysis of board governance and stakeholder management
Ethical decision-making in a corporate governance context

Session 15: Simulation Practice
Practice session on business simulation models
Feedback and review of simulation performance

Session 16: Review and Assessment
Recap of key concepts covered in the course
Assessment of students' understanding of business simulation models
Feedback and suggestions for further improvement

Textbook:

- *Business Simulation Games: Science, Art and Strategy" by David G. Firth*

Reference Books:

- *Simulation Modeling and Analysis" by Averill M. Law and W. David Kelton*

Journals:

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Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- 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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