

Presents

# 12<sup>th</sup> AIMA-RPG NATIONAL STUDENT MANAGEMENT GAMES (NSMG-2008)

A PRESTIGIOUS NATIONAL CHALLENGE FOR TITLE FIGHT

## What is National Student Management Games?

NSMG is a unique platform for students to experience the thrill of managing business in a competitive mode where they compete to win. Conducted annually by AIMA, it is the most awaited and prestigious National Championship.

## What is Management Simulation?

Management Simulation is an exercise that enables the participants to manage a real business in a simulated environment where they go through the pains & gains of running a company in a competitive environment. They take strategic business decisions and see the impact through AIMA's indigenously developed software 'Chanakya'. The Philosophy of "learning by doing" is translated into reality where two year MBA program is compressed in two days.

## How Chanakya is played?

- The two days game is spread over five rounds and played by 3-4 member teams.
- Each team represents an enterprise.
- Functional heads are appointed by team, like CEO, CFO, COO, and CMO.
- Case study is presented to each team with Management Reports.
- Participants then take decisions on production, marketing and pricing strategies to maximise pre-determined winning criteria.
- Decisions are fed in "Chanakya" and performance of their enterprise is communicated to teams.

## FOR WHOM

Student of MBA, PDGM, MBE, MCA, CFA and equivalent professional programmes of any College or institution. Institutions can nominate more than one team.

*Last date for receipt of Registration Form is seven days before the starting date mentioned for each city venue.*



## YOUR TAKEAWAYS

- Understanding the cross-functional relationships, team working and coordination among various management functions.
- Understanding the financial implications of the decisions taken.
- Get a synoptic view of a company's operations.
- Showcase your talent and win the National Challenge Trophy and many attractive awards.

## AWARDS



- Champion Team**  
Rs. 40,000 & Trophy
- 1st Runners Up**  
Rs. 30,000 & Trophy
- 2nd Runners Up**  
Rs. 20,000 & Trophy

The number of regional finalists will be selected to participate in the National Semifinal based on the number of registration at each region and venue.

## DATES & VENUE

### EAST ROUND (Kolkata)

Prelim. 11-12 Aug, 2008  
Regional Final 13 Aug, 2008

### WESTERN ROUND (Indore & Pune)

Prelim. I (Indore) 18-19 Aug, 2008  
Prelim. II (Pune) 21-22 Aug, 2008  
Regional Final (Pune) 23 Aug, 2008

### NORTHERN ROUND (New Delhi)

Prelim. I 5-6 Sept, 2008  
Prelim. II 8-9 Sept, 2008  
Regional Final 10 Sept, 2008

### SOUTHERN ROUND (Bangalore, Erode & Coimbatore)

Prelim. I (Bangalore) 12-13 Sept, 2008  
Prelim. II (Erode) 16-17-18 Sept, 2008  
Prelim. III (Coimbatore) 20 & 22 Sept, 2008  
Prelim. IV (Coimbatore) 24-25 Sept, 2008  
Regional Final 27 Sept, 2008

### National Semi Final

4 Oct, 2008

### National Finale

6 Oct, 2008

## PARTICIPATION FEE\*

\*Per Team

	1 Team	2 to 4 Teams	5 or more teams
For AIMA Members	Rs. 4800	Rs. 4500	Rs. 4000
Non Members	Rs. 5200	Rs. 4800	Rs. 4500

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For Registration Please Contact :  
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