

Dear Colleagues,

Wishing you a Happy New Year. A year with big success and achievements.

As we enter 2012, the global economy is braced for a new roller coaster ride. The Euro crisis, US economy, our own growth rates as well as inflation will continue to hog headlines in the next few months

While 2012 brings its share of gloom, by no means is it going to be a written off year. As leaders, we need to invest in our manpower in order to increase quality as well as productivity.

Mukesh Ambani, the king of refineries is quoted saying, 'We are using new technologies in meaningful ways. To build our new refinery in 60 percent of the time it took to build our first, we are training 20,000 people in a new generation of welding technology in six months.' The new age Management is shifting towards training their workforce in all aspects; the acquisition of necessary skills goes a long way in increasing productivity.



Ushering in a better tomorrow

As businesses become more global, the need to understand and recognize the need of consumers around the world become greater. By including a variety of people on business teams, companies can develop more effective strategies for meeting the needs of their diverse customers. Furthermore, with the help of diversity training, managers can develop the best strategies for getting the most out of their teams and making the business a greater success.

Satisfying this desire through training accomplishes personal and organizational goals. Well-trained employees are more capable and willing to assume more control over their jobs. They need less supervision, which frees management for other tasks. Employees are more capable to answer the questions of customers, which builds better customer loyalty. Employees who understand the business complain less, are more satisfied, and are more motivated. All this leads to better management-employee relationships.

Improvement in productivity also means improving the leadership skills of those that guide that productivity. Training does this by imbibing principles into these leaders, encouraging them to be honest, support change and creation of new ideas (even challenging old ones) as well as manage stressful situations.

Training can help just about any workplace, even if things seem to be going well. It is an excellent way to encourage change and bring about improvement throughout the whole system.

AIMA is working towards empowering people in organizations further by introducing a platform that enables participants to be a part of Business Simulation remotely, making the process more cost effective; Chanakya will showcase with a web-interface in the new financial year. Please do write back to us with your feedback at managementgames@aima-ind.org

SANDEEP BAHL

Director-Special Events & Business Simulation

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Business Simulation - A New Edge



Imon Ghosh,
Director, Academy of Human
Resources Development,
Ahmedabad

Imparting commercial skills and acumen through business simulations benefit organizations in multiple ways:

Mistakes tend to be less costly in a simulated business environment, than they do on the job.

When learners have fun, they tend to be more engaged in the learning process.

Business simulations permit participants to apply their knowledge (instead of just memorize / recall it) by interacting and collaborating or competing with others. This is far closer to reality than the majority of classroom teaching methodologies.

Best of all, participants are more likely to recall and execute the skills they learnt when they are needed most!

Even experienced professionals can benefit by working through different business scenarios, developing strategies, executing tactics, and planning for contingencies etc.

The All India Management Association added another welcome dimension to management learning in 1992 with the launch of 'Chanakya', a business simulation game that has had wide participation throughout the length and breadth of India.

Since people are a key resource for business, the only suggestion I have to further improve Chanakya is to include a Human Resources Module, in addition to the already existing Finance, Marketing and Operations Modules to the Chanakya business simulation game, to help it simulate the real business world even more closely, and help participants win the war for scarce talent!

IMON GHOSH

Path Breaker : These series of articles profile International & Indian Pioneers in the field of Simulation



Trevor Chan

Trevor Chan is a game designer. He has designed strategy video games such as Seven Kingdoms, and business simulation games such as Capitalism II. He is considered one of the bigger names in PC game development, in part because he is one of few game developers to have his name in the title of his releases (namely, Trevor Chan's Capitalism). His games have earned him the distinction as one of the most notable creative talents in Hong Kong's many creative industries.

Chan began his game development career while he was still working as a programming consultant. He released a strategy game based around competing program managers at a television station in the early 1990s. This propelled him to

undertake the game that would eventually become Trevor Chan's Capitalism in 1995. He also became interested in developing a real-time strategy game, inspired by adapting the empire-building aspects of Sid Meier's Civilization into real-time. The end result was the release Seven



Capitalism II in-game

Kingdoms. He produced sequels to both Capitalism and Seven Kingdoms, and has plans to follow up with further releases in the series.

Trevor Chan's Capitalism II is the business simulation game sequel to the original Capitalism.

In this game the player creates and controls a business empire. This in-depth strategy game covers almost every aspect of business that could be encountered in the real world; including marketing, manufacturing, purchasing, importing, and retailing. It features two new campaigns (Capitalist Campaign and Entrepreneur Campaign), plus an in-depth tutorial.

Business Simulation: A Business Challenge

Markets are changing; Technologies are advancing; Competition is intensifying.

Your Challenge :To help your key people develop expertise to succeed

From entrepreneurial firms to global corporations, companies in India and abroad are using Business Simulation to add excitement, hands-on experience, teamwork, and the thrill of competition to their training programs.

Business simulation uses advanced computer algorithms to create a dynamic, market-driven business environment where customer preferences change, market segments shift, competitors emerge, technologies advance, and company fortunes rise or fall — depending on the strategic choices made by each management team. Program encourages managers to explore and refine core business skills in a context where every decision counts.

Program creates two concurrent scenarios: an emerging market where new technology and competitive positioning are crucial, and a maturing market where differentiation, costs, and production scales are key. The simulation captures the intensity of real competitive forces and highlights the dynamics of fast-changing markets.

Across the Globe, Business Simulation is used by Fortune 500 companies like Microsoft, General Motors, Samsung, and Schneider Electric as well as students at leading business schools, including Harvard and Northwestern.

The top B-schools in India are using business simulation as a management education tool. Some of the earliest adopters of business simulation in India were IIM-A, IIM-B and IIM-C. The relative number of B-schools leveraging Business Simulations in Indian MBA education is still not satisfactory with comparison to the benefits associated with business simulation.

Corporate is using Business Simulation as a leadership development tool to identify talent within their existing pool. They are also using it for the Freshers as a part of their job orientation.

In Conclusion

It appears that business simulations have now caught the attention of trainers and executives because of their ability to take experiential learning to a new level and also because they are 100% relevant to the business and every manager's role. And as we have seen with the airline industry it looks like advanced simulations in training and development are definitely here to stay.

VIKAS GUPTA

Deputy Director, Business Simulation



Business Simulation at Ghaziabad Management Association, Ghaziabad



Business Simulation at Praj Industries, Pune



Business Simulation at Praj Industries, Pune

FUTURE EVENTS

21st AIMA National Competition for National Management Game (NMG 2012) - Tentative Dates

Dates

Regional	City	Round	Dates
Eastern Round:	Kolkata	Prelim I	25-26 April
		Regional Round	27 April
Southern Round:	Bangalore	Prelim	8-9 May
		Regional Round	10 May
Western Round:	Mumbai	Prelim	22-23 May
		Regional Round	24 May
Northern Round:	New Delhi	Prelim I	8-9 June
		Prelim II	11-12 June
		Regional Final	13 June

National Finals :
15 June, 2012

For Further Information Please contact:

ALL INDIA MANAGEMENT ASSOCIATION (AIMA)
BUSINESS SIMULATION DIVISION

Management House, 14 Institutional Area, Lodhi Road, New Delhi – 110003

Tel: +91-11-24608513 email id: managementgames@aima-ind.org website: <http://chanakya.aima-ind.org>