JAIPURIA INSTITUTE OF MANAGEMENT
PGDM; TRIMESTER III; ACADEMIC YEAR 2020-21

Course Code and title	GM 303: Strategy Simulation (Workshop)
Credits	1
Term and Year	III Term, 2020-21
Course Pre-requisite(s)	Basic Strategy course
Course Requirement(s)	Well versed with concepts of Marketing, Operations, and Strategic Management.
Course Schedule (day and time of class)	Online
Classroom # (Location)	Online
Course Instructor	Deepak Pandit and Joshi International, Inc.
Course Instructor Email	deepak.pandit@jaipuria.ac.in jiiconsulting@gmail.com
Course Instructor Phone (Office)	N/A
Student Consultation Hours	Online
Office location	Online

1. Course Overview

The course is designed to enhance the students' understanding of the role of the top management in a profit-earning competitive firm, and to further the students' preparation for a career in management. The emphasis will be on strategic planning and on decisions affecting performance of a company under varying competitive conditions and in different stages of the business cycle. The course aims to develop strategic planning, analytical and decision-making skills of the students. The students will be able to develop a good understanding of the applications of some of the major strategic concepts (i.e. market segmentation, positioning, product life cycle, Grand strategies like intensive, integration, diversification and divesture strategies).

This course provides students with an opportunity to assess and improve their holistic understanding of business management. Simulation allows students to develop their knowledge and skills to manage a company in a highly competitive and dynamic market setting.

Teams of students assume the role of decision makers in companies that comprise a fictitious but realistic industry. Each group makes and submits decisions relating to product offerings, pricing, advertising, distribution, operations, etc. at the beginning of the period. Feedback is provided on how each team's decisions have impacted their company's performance.

2. Graduate Attributes (GAs), Key Differentiators (KDs), Programme Learning Outcomes (PLOs), and CLOs

Graduate Attributes (GAs)

GA 1: Self-initiative
GA 2: Deep Discipline knowledge
GA 3: Critical Thinking and Problem Solving
GA 4: Humanity, Team-Building and Leadership Skills
GA 5: Open and Clear Communication
GA 6: Global Outlook
GA 7: Ethical Competency and Sustainable Mindset
GA 8: Entrepreneurial and Innovative

Key Differentiators (KDs)

KD 1: Entrepreneurial Mindset
KD 2: Critical Thinking
KD 3: Sustainable Mindset
KD 4: Team-Player

Programme Learning Outcomes (PLOs)
The graduates of PGDM at the end of the programme will be able to:

PLO 1: Communicate Effectively

PLO 2: Demonstrate Ability to Work in Teams to Achieve Desired Goals

PLO 3: Reflect on business situations applying relevant conceptual frameworks

PLO 4: Deconstruct ethical business practices

PLO 5: Comprehend Sustainability Issues

PLO 6: Exhibit Creative Thinking

Course Learning Outcomes (CLOs)

At the end of the course, the students should be able to:

CLO 1: Assess the impact of internal and external factors on strategic decisions.

3. Mappings

Mapping of CLOs with GAs

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8
CLO 1			X					

Mapping of CLOs with KDs

	KD 1 (Entrepreneurial Mindset)	KD 2 (Critical Thinking)	KD 3 (Sustainability Mindset))	KD 4 (Team Player)
CLO 1		X		

Mapping of CLOs with PLOs

CLO's	PO1	PO2	PO3	PO4	PO5	PO6
CLO 1			R*			

4. Course Pedagogy

To provide experience with an element of realism, we will be using a simulation software. In the simulation students in groups will be brought in to be the new management team in charge of new / existing product offerings at a company. Their products will compete with offerings from other companies (managed by other groups in the class). Each group makes decisions relating to product offerings, pricing, advertising, distribution, operations, etc. Taking a set of decisions will require students to work together.

Note: Specific Software and resource persons may be chosen at the Campus Level.

5. Session Plan

(Business Game)

Session	Description
Sessions 1, 2	Introduction to Business Simulation, Revie of Strategy Material from the introduction class, Acquainting the teams with various Domains & Business Expansion, review of Business Strategy Development (Deepak)
Sessions 3	Pre - test based on Strategy introduction class (Deepak)
Sessions 4, 5, 6	Play the simulation (trial run) (Deepak) (JII will be on standby to resolve any academic or technical questions)
Sessions 7, 8, 9	Play the simulation (actual game) (Joshi International, Inc.)
Sessions 10	Debrief – that includes - Analysis of performance and strategic decision making, Integrating Management Theory with Practice, Role of Research in Virtual Business, Performance Review & Guidance to individual teams, **Q &A (Joshi International, Inc.)**

6. Assessment

Components	%	Individual/Group	CLO
Pre Test Quiz on Understanding of SM Concepts	10	Individual	CLO1
Trial Game Participation	20	Individual	
Post Test Quiz on Understanding of SM Concepts	10	Individual	CLO1
Reflective Assignment Submission	20	Individual	
Final Game Score	40	Group	CLO1

7. Rubrics for Assessment

Rubrics for Individual Simulation

Traits	Below Expectations (Below 35%)	Meets Expectations (35%- Below 70%)	Exceeds Expectations (70% & Above)
Gather Relevant Information	Struggles to pinpoint the information needed. Gathers information from one source. Minimal evidence of search/selection criteria.	Clearly identifies the information required. Gathers information from multiple valid and reliable sources. Evidence of search/selection criteria.	Demonstrates a sophisticated understanding of what information is needed.
Select and Use Relevant Concepts and Frameworks	Has limited knowledge on selecting and using relevant concepts and frameworks. Requires extensive assistance in selecting relevant concepts and frameworks.	Selects and uses relevant concepts and frameworks. Requires minimal assistance in choosing relevant concepts and frameworks.	Selects and uses relevant concepts and frameworks. Needs no assistance in selecting relevant concepts and frameworks.