JAIPURIA INSTITUTE OF MANAGEMENT NOIDA

PGDM ; TRIMESTER III; Academic Year: 2018-2019

Course Code and title	GM303 : Simulation in Strategy (Workshop)
Credits	1
Term and Year	III Term
Course Pre-requisite(s)	
Course Requirement(s)	Well versed with concepts of Marketing, Operations, and Strategic Management.
Course Schedule (day and time of class)	
Classroom # (Location)	
Course Instructor	
Course Instructor Email	
Course Instructor Phone (Office)	
Student Consultation Hours	
Office location	

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 and display inter-personnel skills.

PLO :2 Demonstrate leadership and teamwork towards achievement of organizational goals.

PLO:3. Apply relevant conceptual frameworks for effective decision-making.

PLO-4. Develop an entrepreneurial mindset for optimal business solutions.

PLO_5. Evaluate the relationship between business environment and organizations.

PLO-6 Appreciate sustainable and ethical business practices.

PLO-7 Leverage technology for business decisions.

PLO-8. Demonstrate capability as an independent learner.

Course Learning Outcomes (CLOs)

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

CLO 1: Implement strategies for improving performance in terms of profitability and growth.

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	PO7	PO8
CLO 1			M*		M*			

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

Session (Each session is of half an hour duration)	Description
Session 1	Brief about the Simulation Activity & Software
Session 2	Demo Round: Participants get used to simulation interface
Session 3	Team Round 1: Strategy Formulation, Product Mix, Production, Pricing, Promotions
Session 4	Debrief: Results Discussion
Session 5	Team Round 2: Research & Development, Competitive Advantages, Distribution Management
Session 6	Debrief: Results and Strategy Formulation Discussions
Session 7	Team Round 3: Consumer Behaviour, Human Resource Management, New Product Development,
Session 8	Debrief: Results and Concept Discussions
Session 9	Team Round 4: Finance, Revenue Management, Sustainable Growth
Session 10	Debrief: Results Discussion and Peer Evaluation
Sessions 11-12	Individual Round 1
Sessions 13-14	Individual Round 2
Session 15	Mid-Term Review / Consultation

Sessions 16-17	Individual Round 3
Sessions 18-19	Individual Round 4
Session 20	Takeaways and Final Feedback

Session	Description
Sessions 1,2,3	-Introduction to Business Simulation -Demystifying the Virtual Real Time Platform -Registration of Teams on Platform
Sessions 4,5	Kick Starting the Virtual Company & Business Strategy Development
Sessions 6,7,8	Acquainting the teams with various Domains & Business Expansion -Analysis of performance and strategic decision making
Sessions 9,10	Integrating Management Theory with Practice - Role of Research in Virtual Business **Review , Q &A**
Sessions 11,12	Performance Review & Guidance to individual teams -Selecting the based performing team based on fixed assets, cash and valuation -Feedback

6. Assessment

Components	%	Individual/Group	CLO
Simulation	100%	Individual/ Group	CLO1

7. Rubrics for Assessment

Rubrics for Individual Simulation

Criteria	Poor **Below 30%**	Average **30% – 69.9%**	Good **70% – 100%**

Quality of analysis and its application	No evidence of analysis and critical thinking is found	Evidence of analysis and critical thinking is found only for some dimensions of the assignment	Evidence of analysis and critical thinking is found for all dimensions of the assignment

Note: Detailed Rubrics may be developed at the Campus appropriate for the Simulation Software.