

**JAIPURIA INSTITUTE OF MANAGEMENT NOIDA**

**PGDM (Service Management); TRIMESTER III; Academic Year: 2019-20**

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| Course Code and title | GM: Simulation in Strategy |
| 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. Simulationallows 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: Demonstrate sustainable and ethical business practices

PLO 7: Leverage technologies 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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PLO-1** | **PLO-2** | **PLO-3** | **PLO-4** | **PLO-5** | **PLO 6** | **PLO-7** | **PLO-8** |
| **CLO1** |  |  | High |  | High |  |  |  |

**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**

**PLAN A (Lucknow)**

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| **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 |

**PLAN B (Simunomics Business Game-Jaipur)**

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| **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**

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| --- | --- | --- | --- |
| **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.**