



## **AIMA's Chanakya sharpens the business brains through Business Management Simulations**

**An inimitable  
tool of learning and  
thrilling experience to participants**



Chanakya 5.0

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## **Executives need Entrepreneurial Thinking & Acting Competency**

### **CHALLENGES**

Cut throat competition in today's business leaves Corporate Administrators and Planners to think for preparing and grooming its talent to encounter new challenges emerging in the economy. Hence, they need to sensitize its functional heads and the next bottom line on Entrepreneurial Approach in their thinking and action. To focus on this emerging issue, the administrators, planners, decision makers and implementers need comprehensive input to tackle business situations by way of innovations, understanding the business dynamics and linking these with their operations. This needs creation of a diversified route of new thoughts, polishing skill of scrutiny to evolve probable way out with the working team.

The highly competitive business environment does not permit current and budding managers to adopt conventional approach to take the business forward. And therefore, it demands highly planned strategy for not only sustenance but also taking lead among the competitors. The right approach to plan and control the business has to be inculcated in work culture of an organization.

### **WHY TO THINK AS AN ENTREPRENEUR**

The present scenario demands fast decision makers to effectively and efficiently utilize their ability to analyze resources, constraints and the market trend in order to grab the maximum business with profitability. In nutshell an eagle eyes view required in all areas of business. Thus, the Managers need to be versatile in their approach of dealing the business issues to realize Entrepreneurial Thinking.

### **EFFECTIVE CHANGE IN LEADERSHIP BY ENVISIONING & IMPLEMENTING STRATEGIES FOR EXCELLENCE**

Planning is very crucial component to adapt Entrepreneurial approach that requires elevated level of visioning, coordination and strategic thinking to implement winning strategies and to facilitate transition from a functional specialist to strategic leader with a global organizational perspective.

### **DIAGNOSTIC APPROACH TO BRING EXCELLENCE**

Identification of issues of concern to be addressed during periodic review need rationale thinking, prioritizing issues based on significance, resource constraints, challenge & impact and also necessity to avoid unproductive efforts on time and energy that is a crucial matter to move towards excellence. This requires strategies for fostering an environment of Creativity.

**AIMA's programme is a software-based simulation. It focuses on planning, prediction and analysis in the area of operations, material sourcing/procurement, inventory control, R&D, marketing, HR and finance. The software that generates the results collates participants' decisions. It allows the use of many contemporary situations and variables that ensure better and faster learning.**

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# Chanakya

Business Simulation

## 2 day Business Simulation Program



### About AIMA's Business Simulation:

In the late 70s AIMA started an initiative to empower Managers across the country with skills akin to navigating the corporate machinery towards growth. The objective was to give a cross-functional insight of an organization and therefore be able to contribute beyond one's assigned roles and competencies. AIMA wanted people to be able to build on the experience of such an insight and therefore created 'Chanakya', the in-house software that replicates the Indian emerging market. Over the last two decades the Chanakyan economy has been evolving with the country and can run more than fifteen different scenarios and cases, simulating various industry verticals. It challenges and hones long and short term Strategizing Skills, Business Acumen and most important, preparing the potential Leaders towards taking stock of an organization as a whole, as an experiential learning. The experience sensitizes them towards the impact of each measure across various functions on Profit and Loss. The design is to make each participant emerge aligned towards the ultimate objective of the Executive Management, 'GROWTH', and 'HOW?'

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## Focus

- To understand the basic concept of competitive business and contrivance a comprehensive strategy for overall growth.
- To convert strategy in planning and execution involving peers and leads in the group.
- Improve and develop competency in Amalgamation of Planning and decisions and comprehend skills required for effective and well-organized business.
- To pass through confronting situation emerging in business issues, challenges of external and internal forces, sudden economic up-downs, unforeseen crisis and opportunity to grow business.
- To analyze and handle such situations by seeing the effect of decisions made by the team.
- To sensitize and make participants understand importance of business statistics to strategy formation and evolve analyze various options to come to the consensus as a Team.
- Appreciation of cross functional role and its connect with each other functions and ultimately on business.
- Use of business information to position themselves better in the cut throat competition. in order to compete in national and global economy.
- Understand importance to operate business under constraints of resources

## Ultimate focus

- **Inculcate the holistic view and vision to convert them as versatile human resource to handle any business situation shouldering higher responsibilities in stop-gap arrangements, on rotation and on promotions.**



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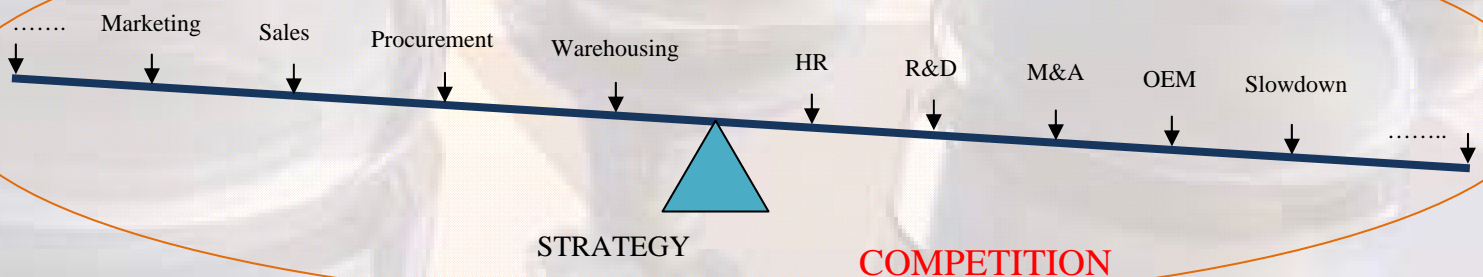
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## Methodology

1. We use proprietary software "Chanakya" for the 2 day Simulation Program that is conducted by the faculty from AIMA.
2. All participants are divided into team of 4 members. Each will be designated the position of CEO, CFO, COO, CMO to take care of each function of the company.
3. Hypothetical case scenario is presented to the participants. They have to take decisions to maximize the winning criteria. After every round new developments are intimated to them like strike by labor, increase in cost price etc. Case presented will be on a particular industry that we have developed, considering the real world conditions. For Example we have the Steel Industry case where there are 4 different finished products with different selling prices and two raw materials are required to produce these finished goods.
4. First day will start with short briefing of 1-2 hour that detail the simulation, followed by 5 Qtrs/ decision round of 2 hrs each that are spread over 2 days with briefing & de-briefing.
5. Teams will compete in the market to maximize pre-defined winning criteria by selling the company product line in the market.
6. Participants give their Decisions and we input them in our software "Chanakya". Based on the decisions taken by the whole group our dynamic program calculates the winning criteria.
7. They will decide on the pricing of the product, advertising of the product, taking bank loan to maintain the cash flow, buy plant & machinery etc. All team members will take decision to out-perform their competitors.
8. We play 4 or 5 rounds and in each round we give market updates like change in labor cost for producing the finished good, increase in raw material cost, change in government policy that can increase taxation on the finished goods etc.
9. All decisions taken by team will affect their competitors too. For Example, one team Advertising will be able to sell more in the market compared to others who are not spending on advertisements.
10. Exercise covers all aspects of business i.e. Finance, Marketing, Operations etc. A whole lot of decisions need to be taken by a team in each round, so all 4 members have to participate closely to meet the deadline.

## 'Chanakya' USP

- Over two decades of AIMA intelligence behind 'Chanakya'
- High on engagement
- Replicates the Indian Emerging Market
- Can be administered online or paper based board room version
- Over 15 different scenarios/cases from different industry verticals
- Captures Service and Manufacturing Industry
- Accommodated as powerful tool during in-depth Strategy Workshops
- Customized with other modules for industry specific Strategy workshops
- *For students the program coalesces a two year management program into a two day real time experience*



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## Learning and takeaways

The participants are able to:

- Experience practical examples in the areas of corporate governance leading to Entrepreneurial approach, ethics and sustainability with business growth
- Comprehend operative and strategic decision making process under constraints of time, resources and information.
- Get a comprehensive understanding of the financial impact of their judgement, action and execution.
- Understand cross-functional relationships and roles among various management functions leading to planning, execution and review of business growth
- Build up competitive cutting edge essential in today's market behaviour.
- Get exposure to experiment to gallop a company in a competitive simulated environment without causing damage to a live company.
- Find out rationale of their action correlating with finance and economic environment
- Sensitizing themselves about human behaviour while working together as Leader or a follower
- Appreciate significance of collective participation for achieving a common goal.
- Get a synoptic view of a company's operations.

**Managers/  
Administrators of  
all discipline  
and Potential  
Leaders**

**CHANAKYA**

**Future Leaders**

- Sensitizing critical business issues emerge in the corporate at different Levels
- Extraordinary Business Acumen
- Working under constraints
- Learning to Lead organizations at all levels

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# Learning by Doing

Following are knowledge components those help the participants to enhance their awareness and also energies their understanding ability while they carry out each aspect of business by themselves:

## KNOWLEDGE COMPONENTS

- 1) **Thinking in entrepreneurial perspective – Vision and Mission**
- 2) **Identifying issues of concerns**
- 3) **Optimization of resources – Machine (capacity), Material, Money,**
- 4) **Importance of data analysis**
- 5) **Applying strategy into Action Plan, execution (decision) and review**
- 6) **Rotation of responsibilities to ensure versatility.**
- 7) **Basic concept of cost effectiveness**
- 8) **Understanding financial statements and utility**
- 9) **Prediction of market probabilities – tackling uncertainties**
- 10) **Assessment of Vendor's terms and conditions**
- 11) **Tendering process**
- 12) **Management of Fund flow**
- 13) **Concept of Demand and Supply assessment in cut throat competition**
- 14) **Application of statistical and mathematical concepts**
- 15) **Concept of depreciation**
- 16) **Inventory management**
- 17) **Realization of risk factor in the business (Calculative Risk)**
- 18) **Approach to lead or follow**
- 19) **Behaviour – Submissive, democratic, authoritative, persuasive, etc**
- 20) **Knowing financial and business terminologies**



## Logistics requirements for the Program

1. **Venue:** One large hall where all the participants can sit for the Opening, followed by briefing, participation and debriefing on day 1 and 2. The rooms/hall should be large enough to accommodate all teams.
2. **Wi-Fi/Internet** facility for participating teams.
3. **Audio-visual aids** : LCD projector, white screen and audio system for initial briefing
4. **Fast Laser printer:** preferably HP laser jet 1000 or above series with printer driver and 2-3 reams of printing paper
5. At least **one Laptop/PC** is recommended per team. Calculators may also be used. Room should have required power connections for the teams using laptops.
6. Arrangement of **Extension cords** for connecting participants' laptops to power outlets.
7. Provision of **photocopying** the case scenario one day in advance. The number of photocopies would be around 25 to 30 pages per head (depending upon the no. of participants).
8. **Air/Train Tickets and Hotel booking entire bill to Co. for two faculties is made by the client.**
9. Lunch & refreshments (tea & snacks) for two days depending upon the No. of participants and administrators.

## Cases/Scenarios

Cases developed by the Management professionals based on real experience are in

### **Manufacturing Sector**

- Paper
- Liquor Industry
- Computer Hardware
- Steel
- Automobile
- Beverage
- Tire
- Lubricant
- Mobile Music Player
- Machine Tools

### **Service Sector**

- BPO
- Hotel



## 2 Day Program Schedule

<b>Day 1</b>	
Session Opening	09:30 am
Games Presentation (briefing on Simulation)	10:00 am – 11:30 am
Tea break	11:30 am – 11:50 am
Trial Round (to help participants to understand techniques of playing game)	11:50 am – 01:00 pm
Lunch Break	01:00 pm – 01:30 pm
1 <sup>st</sup> Round of Game (1 <sup>st</sup> Quarter)	01:30 pm – 02:30 pm
De-brief and discussion on issues handled	02.30 pm – 03.00 pm
2 <sup>nd</sup> Round of Game (2 <sup>nd</sup> Quarter)	03:00 pm – 04:00 pm
Tea break	04.00 pm – 04.15 pm
Discussion among team through Trainers facilitation on strategy	04:15 pm – 04:45 pm
Plan to next day (Rotation of Leaders)	4:45 pm – 05.00 pm
<b>Day 2</b>	
Session Opening (Recapitulating day 1 activities)	09:30 am
3 <sup>rd</sup> Round of Game (3 <sup>rd</sup> Quarter)	09:45 am – 10:45 am
Tea break	10:45am – 11:00 am
Discussion on Market trend and shift to strategy	11:00am – 11:30 am
4 <sup>th</sup> Round of Game (4 <sup>th</sup> Quarter)	11:30 am – 12:30 pm
De-brief and discussion on Q4	12:30 – 01:00 pm
Lunch Break	01:00 pm – 01:45 pm
5 <sup>th</sup> Round of Game (5 <sup>th</sup> Quarter)	01:45 pm – 02:45 pm
Discussion on Takeaways and implementation	02:45 pm – 03:30 pm
Tea break	03:30 pm – 03:45 pm
Result of 5 <sup>th</sup> Quarter and further discussion on result	03:45 pm – 04:45 pm

### Sitting Plan for the participants



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## Financials

### Professional Fee:

- *Two Days FDP Training Program* : *Rs. 60,000 (Per Workshop)*
- *Two Days Student Training Program* : *Rs. 60,000 (Per Workshop)*

*Taxes will be extra*

Rationale for charging Fee per programme:

1. AIMA is a non-profit self-financing Association.
2. Fee for Maximum 10 teams of 4 persons each. (40 participants)
3. Fee is never charged on the basis of per day and Hours of day or as per number of participants. The above fee is for one programme of 2 days duration
4. The Fee covers:
  - a. Designing and printing of training material
  - b. license fee payable to developers
  - c. AIMA's Overheads
  - d. Subsidy offered to Business School Students (AIMA's Mandate for society)
  - e. Consultancy expenses for updating the case study
  - f. Maintenance of Software.

Boarding and lodging (Over and above Professional fee):

- At Delhi/NCR, taxi to the AIMA Faculties.
- Outside Delhi/NCR, Air Travel of two faculties by economy class.
- Stay arrangements of the Games Administration Team of two faculties in a 4 Star Hotel or equivalent.

### BENEFICIARIES:

SAIL	HPCL	Birla Group Companies
Power Grid	Tata Steel	Nalco
IOCL	Reliance Industries	Dr. Reddy's Laboratories
Ashok Leyland	Reliance Infrastructure	Jindal Stainless Ltd
Hero MotoCorp	ONGC	NTPC
Alstom	Maruti Suzuki	Daimler India Motor Vehicles Ltd
ATOS	Vedanta Group	Sulzer India Ltd
NBC Bearings	LIC of India	<b>Over 200 Companies...</b>

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