

**VALUE ADDED PROGRAM (2022-24) Batch**

**Capstone Business Simulation**

<b>Title</b>	<b>Capstone Business Simulation</b>
<b>Department</b>	Department of Management Studies – GP Students
<b>Date</b>	26 <sup>th</sup> July – 1 <sup>st</sup> August’ 2024
<b>Time</b>	Duration – 30 Hours
<b>Speaker Name</b>	Mr. Rajkumar, Knowledge Development Consultant, ASH Sphromatics Pvt Ltd.
<b>Brief Description</b>	<p>Capstone Business Simulation</p> <p>The Capstone Business Simulation was conducted for MBA GP students of (2022-24) batch by Mr. Rajkumar Tantri from ASH Sphromatics Pvt Ltd. Total of 40 students attended the Simulation program. It is designed to synthesize and apply the knowledge and skills they've acquired throughout their MBA program. The key objectives typically include:</p> <ol style="list-style-type: none"> <li><b>Strategic Thinking and Decision-Making:</b> MBA students are expected to develop and implement business strategies in a simulated environment. This helps in understanding how various business functions (marketing, finance, operations, etc.) are interrelated and how decisions in one area affect the overall performance of the company.</li> <li><b>Application of Cross-Functional Knowledge:</b> The simulation requires students to integrate knowledge from various disciplines, such as finance, marketing, operations, and human resources, to make informed decisions that drive the company’s success.</li> <li><b>Leadership and Teamwork:</b> Students often work in teams, which helps them develop leadership skills and learn how to effectively collaborate with others, delegate responsibilities, and resolve conflicts.</li> <li><b>Financial Analysis and Management:</b> The simulation involves managing a company’s finances, including budgeting, forecasting, and financial reporting. This helps students understand the financial implications of their decisions.</li> </ol>

5. **Adaptability and Problem Solving:** The dynamic nature of the simulation environment challenges students to adapt to changing market conditions and unexpected challenges, honing their problem-solving and critical-thinking skills.
6. **Performance Evaluation and Metrics:** Students learn to track and analyze key performance indicators (KPIs) and other metrics to evaluate the success of their strategies and make necessary adjustments.
7. **Risk Management:** The simulation often involves managing risks and uncertainties, helping students understand the trade-offs between risk and reward in business decisions.
8. **Ethical Decision-Making:** Many simulations incorporate ethical dilemmas, encouraging students to consider the ethical implications of their business decisions.
9. **Global Perspective:** Some simulations include scenarios that require students to think about global markets, cross-cultural differences, and international business strategies.
10. **Real-World Experience:** By simulating real-world business scenarios, students gain practical experience that prepares them for leadership roles in their careers after graduation.

Overall, the Capstone Business Simulation is a culmination of the MBA program, allowing students to apply their learning in a realistic, competitive, and dynamic environment.

#### **Case Studies Discussed**

1. Expanding Product Line
2. International Market Entry
3. Crisis Management in Product Recall
4. Investment Decision Analysis
5. Financial Health Assessment
6. Crisis Management
7. Diversity and Inclusion
8. Entering a New Market Scenario
9. Declining Market Share Scenario:
10. Digital Transformation Challenge
11. Supply Chain Disruption
12. Competitive Strategy
13. The Cross-Departmental Collaboration
14. The Internal Politics Dilemma

**Images**

**ORIENTATION SESSION**





 **GPS Map Camera**



**Bengaluru, Karnataka, India**

New Horizon College Of Engineering Subhash Chandra Bose Block, BLOCK 13, Marathahalli - Sarjapur Outer Ring Rd, Kaverappa Layout, Kadubeesanahalli, Kadabeesanahalli, Bengaluru, Karnataka 560103, India

Lat 12.933835°

Long 77.692028°

27/07/24 10:38 AM GMT +05:30



 **GPS Map Camera**



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New Horizon College Of Engineering Subhash Chandra Bose Block, BLOCK 13, Marathahalli - Sarjapur Outer Ring Rd, Kaverappa Layout, Kadubeesanahalli, Kadabeesanahalli, Bengaluru, Karnataka 560103, India

Lat 12.933823°

Long 77.692039°

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