



**Entrepreneurship
Development
Institute of India
Ahmedabad**



Enterprise Management through Business Simulation

Rationale:

The focus of 'Enterprise Management Training' should be to promote formation of multidisciplinary team members. The approach to creating multidisciplinary team formation helps to create wider pitching opportunities and results in the development of rigorous business models and realization. Off late, the teaching pedagogies in Enterprise Management training have changed dramatically and simulation-based training have emerged globally. The use of simulated activities in enterprise management development programs is widely becoming recognized and well-accepted as a key tool. Simulations offer several benefits including low-cost material, real-life situations, ease in construction and design.

In Enterprise Management Training, the spectrum of conventional pedagogical exposure is very limited with cases, lecture projects, visits and skill training, but for cultivation of enterprise management traits and skills, a well-designed pedagogy supplemented with sufficient exposure to experiential learning is essential. Practical learning is possible through innovative classroom intervention: computer-driven simulation, interdisciplinary models of education, structured use of experiential facts etc. 'Simulations on Enterprise Management' can be used to provide a productive learning environment to participants of business management or enterprise development.

Objectives:

The major objectives are:

- To orient corporate trainers, business educators, teachers to teach enterprise management through business simulation.
- To guide mentors and counselors of enterprises and family business mentors to use business simulations to motivate youth, students and family business successors to take up an entrepreneurial career.
- To help participants in designing tailor-made functions in a business simulation to teach Marketing, Strategy, Finance, Supply Chain, HR, and Accounting and to analyze a realistic business situation.
- To help participants in selecting and using appropriate simulation for appropriate courses in enterprise management.
- To guide them in developing a sustainable business model with the help of business simulation.

Target Group:

- Business mentors, counsellors, educators, teachers and trainers involved in grooming potential entrepreneurs.

- Professionals of business accelerators, business incubators and business development services providers.
- Angel Investors, Venture Capitalists, Bankers and Employees of Financial Institutions.
- Technology and Management Graduates involved in conceptualizing Business Model.
- Business Analytics, Simulation designers and developers
- Employees of Start-ups and new enterprises

Course Content:

Module 1: Fundamentals of business, designing logo and name of the company through simulation

Module 2: Developing and launching innovative products

Module 3: Developing marketing strategy for different kinds of products

Module 4: Decision regarding opening offices in various locations

Module 5: Integrative business with a focus on business ethics or corporate governance on simulation

Module 6: Designing of strategy for supply chain (logistics) and channels on simulation

Module 7: Assessing financial turnover and cash-flows based on performance on simulation

Module 8: Virtual Financing through Venture Capitalists and other Investees

Benefits to participants:

The course will help participants to teach entrepreneurial strategies, how to focus on product design, creating marketing plans and strategies to early HR practices, financial valuation, determining an appropriate employee mix, and equity retention.

This simulation-based learning would help educators, trainers, mentors, business counselors to guide their participants, trainees, students, and family business successors practically, which would result in developing enterprises and entrepreneurship in the country.