



Faculty Development Programme on Business Simulations

Dates : May 11 - 15, 2020

Venue : IIM Trichy



भारतीय प्रबंध संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

Introduction

Business Simulations have become an integral part of a teachers armoury in almost all areas of management. The new learning paradigm of the millennial generation has renewed focus on how to keep and increase student engagement to enhance learning and retention. In addition, recruiters have highlighted problem solving skills and commercial awareness as the must have skills in graduates. In the real world, students encounter problems that are complex, not well defined, and lack a clear solution and approach. Problem solving skills do not necessarily develop naturally; they can be explicitly taught in a way that can be transferred across multiple settings and contexts. Well-designed Business simulations are best equipped to complement existing teaching resources to fulfil learning aspirations of the new age learners and prepare them for success in the real world.

The programme will address issues in how to effectively use business simulations in class like selection of appropriate business simulation, format and time allocation for the simulation exercise, interpretation of output based on learning objective/ profile of students and integration with course unit. The core of this programme is to emphasise on how business simulations can be used to meet multiple learning objectives of a course and the Institution.

Programme Content

1. Introduction to Business Simulations
2. Benefits of problem based learning and learners driven approach
3. Choosing the relevant business simulation
4. Deciding on the most effective format (continuous vs discrete)
5. Effective structure (team size vs no. of teams)
6. Experiencing Cesim Business simulations as a participant
7. Customising interpretation of output based on learning objective/ profile of students
8. Designing class room discussions around the simulation
9. Integration with other teaching resources like case studies and course goals
10. Designing assessments for the course
11. Tracking student engagement
12. Stepping stone to Train The Trainer Program on Cesim Platform (Cesim Certified Trainer)



For Whom

This is a programme specially designed for faculty members from academic institutions/ universities /government and private colleges. Faculty members who want to have a more practical link to general management will benefit from this programme. For e.g. Finance faculty who teach “Finance for non-Finance” will benefit by helping students see the linkage between actions and financial statements in real time. Marketing faculty will benefit by helping students manage the marketing mix in a real go to market scenario. Strategy and entrepreneurship instructors will help participants handle the tradeoffs in strategic decision making in addition to experiencing “course corrections” to their planned strategies.

Batch Size

As the programme is highly interactive and collaborative among the participants and accordingly the batch size is restricted to maximum thirty participants.

Pedagogical Approach

The FDP will make use of Cesim Business Simulations to give participants a hands on training of using simulations both from the perspective of a student and a teacher. This programme follows a peer-learning approach. Hence, this would be a highly interactive and intensive programme. We believe in learning from each other and carrying the best practices of each other back home.

About Cesim Oy (www.cesim.com)



Cesim Oy is the world's largest provider of business simulations. The company is headquartered in Helsinki, Finland and has been designing business simulations for Higher Education Institutions for over 20 years. The company has its footprints in more than 40 countries and is actively engaged with more than 500+ Universities/Institutions worldwide. The company's Indian arm is headquartered at Pune.

Programme Material

Programme kit will contain a basic reference, reading material and stationery. The presentations will be made available to participants, subject to the consent of the resource person.

Programme schedule

The five day programme will begin with the inaugural session on Monday, May 11, 2020 at 9:30 hrs with registration, followed by Orientation and inaugural session. A detailed schedule will be shared with participants later along with the welcome letter.

Resources

IIM Tiruchirappalli's has a functional learning resource centre and has access to electronic databases. The centre which is fully airconditioned and wi-fi enabled and has computer terminals for use by participants. However, participants may find it useful to bring their laptops to work on the projects. The class rooms are well furnished with AV facilities.

Programme Directors

Prof. Karthik Dhandapani is an Associate Professor in the Strategy Area. He completed his bachelors in Commerce from Hansraj College, University of Delhi; doctorate in Economics from the Indian Institute of Management Ahmedabad (Fellow Programme in Management). He is also an associate member of the Institute of Company Secretaries of India.

He was earlier teaching at the Indian Institute of Management, Ahmedabad. Prior to joining academics, he worked in the area of analytics and business intelligence for Fidelity, one of the largest mutual fund and financial services group in the world.



He integrates analytics and the emerging field of visualization for crafting and communicating strategic decisions. He uses technology blended learning, simulations and experiential exercises to convey complex concepts and frameworks in the classroom. His research interest areas are diversification, internationalization, institutional transitions, business groups and clusters. He uses large data sources, to make novel theoretical contributions. He has presented his research in international conferences organized by prestigious bodies such as Academy of Management, Academy of International Business and Strategic Management Society. He has published papers in leading international journals such as Industry and Innovation, International Journal of Emerging Markets and in an edited volume published by Oxford University Press.

Dr. Satish S. Maheswarappa is a professor and Chairperson, Executive Education and Consulting (EEC) at Indian Institute of Management Tiruchirappalli. He has doctoral degree in marketing from Indian Institute of Technology Madras and Post Graduate Diploma in Management from Indian Institute of Management Ahmedabad. Before joining Indian Institute of Management Tiruchirappalli, he worked as Professor of Marketing at Indian Institute of Management Lucknow. Prior to joining academics, he worked for over a decade in the corporate in the domain of business development and marketing across consumer goods, pharma and IT sectors.

Dr. Satish has conducted training and consulting activities for the senior management and board level executives for over one

decade. He has conducted management development programmes for private sector companies, public sector organizations and to government officers. He is proficient in marketing, brand building and management, digital and social media marketing and marketing analytics. Presently as chairperson of EEC, developing capabilities for hybrid delivery model, associating with corporate sector for short and long duration programmes both customized and general management.

Dr. Satish has published in reputed international journals in the area of online consumer behavior, consumer socialization, electronic word of mouth, strategies to counter anti-branding activity, consumer decision making, etc.

Mr. Veijo Kyosti is the Managing Director of Cesim Oy and is regarded as one of the foremost authorities on business simulations globally. As one of the early adopters he has successfully designed and delivered simulation-based programs since the late 90's for corporates and Higher Educational Institutes. Over the recent years Veijo has led Cesim to become one of the world's leading providers of business simulations for higher education globally and his vision is to facilitate the simulation-based training becoming of de-facto standard in corporate and university programs.

Veijo works closely with Cesim's higher education clients and regularly conducts train-the-trainer workshops and simulation courses for both executive and degree programs globally. His past and current engagements include, e.g., Helsinki University, Aalto Business School, Copenhagen Business School, Henley Business School, Stockholm School of Economics, IFP Paris, Coventry University, Glasgow University, Mines ParisTech, INP Grenoble, Fudan University.

Veijo is also a regular contributor to The Academy of Management professional development workshops where he co-facilitates sessions that relate to the use of business simulations in academia and corporate settings. Prior to joining Cesim, he was a financial controller and a liquidation trustee. He has M.Sc. in economics from Aalto Business School and MBA from the University of South Carolina.

Mr. Varun Patil is an executive with experience in areas of business strategy, product management, AI/ML, real estate economics, new market and product development. He is currently heading business operations for Cesim in India. Prior to joining Cesim, he was the cofounder of an advanced analytics company catering to financial institutions in the risk management domain and held various CXO designations during his stint. He was part of the core team at Zoomcar during its early stages and was responsible for setting up Pune operations for the company. He also founded a company which specialised in the design and development of business simulations for experiential learning. He works as a strategy consultant for greenfield projects of multinational companies in India. He was the lead strategy consultant for a USD 4 billion Dubai based MNC and a Sweden companies healthcare project in India. He is actively involved with the serious start-up ecosystem and works with multiple stakeholders.

Programme Fees

The details of programme fee (inclusive of 18% GST) for each participant is as under:

Rs. 23600/- (20,000/- Programme Fees with Single seater AC room in hostel + 3600/- GST)

Rs. 28320/- (24,000/- Programme Fees with Single seater AC room in guest house + 4320/-GST).

This programme fee covers expenses towards academic material fee, programme kit, lodging and boarding during the program.

Participants would be provided accommodation in Hostel/Guest house for six nights from 10th May 2020 to 15th May 2020, check-out would be on 16th May 2020 before 11 am. Breakfast, Lunch and Dinner will be served at Staff Canteen to all the residential participants.

The programme fees can be paid in any one of these three ways:

1. Demand Draft drawn in favor of Indian Institute of Management Tiruchirappalli payable at Trichy.
2. Electronic Fund Transfer through NEFT/RTGS for which Account details of our Institute are given below. Bank A/C No: 32170820601 Name of the Bank: SBI Name of the Branch: IIMT Campus, ChinnaSooriyur Village, Pudukkottai Main Road, Tiruchirappalli-620024 Bank Branch Code: 71187 IFSC No: SBIN0071187 MICR No: 620002009
3. Online: Please refer our website <https://iimtrichy.ac.in/mdp>. Kindly share the details of transaction with EEC office after making online payment.

In case of online payment, kindly intimate the EEC office with the relevant transaction details through email, so that we can connect your remittance to your nomination. Please note that the confirmation of participation will be provided only on receipt of programme fees by EEC office.

Venue & Contact Details

Executive Education & Consulting Office

Indian Institute of Management Tiruchirappalli,
Pudukkottai Main Road, Chinna Sooriyur Village,
Tiruchirappalli - 620 024, Tamil Nadu Phone: 0431- 250 5125 / 5025
Email: fdpoffice@iimtrichy.ac.in

Logistics Support

Accommodation

Accommodation shall be arranged for 5 or 6 nights by IIM Trichy for the participants as per chosen residential facility. Participants may check-in on one day before the programme and check-out on the next day after the end of the programme. (Check-in on May 10, 2020 and Check-out on May 15 or May 16, 2020 based on travel plans)

Note: If any participant wishes to arrive earlier before the check-in date or stay later after the check-out date, prior information would be required for that, and additional charges will have to be settled by the participant.
Please inform your travel plans in advance by emailing at eec@iimtrichy.ac.in.

Food

Breakfast and Dinner will be served at the staff canteen as per a fixed menu to the residential participants. Working lunch and refreshments will be served during the programme to all the participants.

Any additional charges for laundry, additional food or accommodation will have to be settled by the participant before check-out

Assistance

For programme queries:

Prof. Karthik Dhandapani, Phone: +91 431 2505 082, Email: karthik@iimtrichy.ac.in
Prof. Satish S Maheswarappa, Phone: +91 431 2505 003, Email: sms@iimtrichy.ac.in
Mr. Varun Patil, Phone: +91 98509 77317, Email: varun.patil@cesim.com

For queries on registration, accommodation, schedule

Mr. Baskaran Nagappan - Manager, EEC | fdpoffice@iimtrichy.ac.in | +91 431 250 5125



About IIM Trichy

Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted on 4th January 2011. IIMT is functioning from its sprawling state-of-the-art campus spread over 175 acres of land on Trichy-Pudukkottai highway, about 11 km from Tiruchirappalli International Airport. The usage of technology in classrooms is an important talking point across the campuses. At IIM Tiruchirappalli, fully air-conditioned SMART Classrooms are augmented with AV automation and acoustic treatment. It comprises of latest Audio-Visual solutions like HD Document Camera/Visualizer, Interactive tablets, DSP Mixers, centralized monitoring and control system, ceiling microphones, Ultra short throw Interactive Projectors, Full HD projectors, HD Cameras for capturing faculty and students etc. IIMT boasts about a collection of eminent faculty from institutes of repute across the country and globe.

About Trichy

Tiruchirappalli also known as Trichy is a city known for its prominence in education, spirituality, art and culture. It is the fourth largest city as well as the fourth largest urban agglomeration in the state of Tamilnadu. Tiruchirappalli is located almost at the geographic center of the state. Tiruchirappalli's recorded history starts in the 3rd Century BC and it was under the of the Cholas. Followed by the Cholas, the city has also been ruled by the Pandyas, Pallavas, Mutharaiyars, Vijayanagar Empire, Nayak Dynasty and the British. The most prominent historical monuments in Tiruchirappalli are Rockfort, Ranganathaswamy temple in Srirangam and Jumbukeswarar temple in Thiruvananthapuram. Uraiyur, the archaeologically important town, then capital of the early Cholas, is now a suburb of Tiruchirappalli.



How to reach Tiruchirappalli

By Air: The participants can reach either Chennai Airport or Trichy airport. Major public and private domestic airlines operate regular flights to Trichy from different parts of the country.

By Road: Trichy is located at convenient distance from significant cities in south India. An extensive road network connects the town with Bangalore (345kms), Madurai (142kms), Chennai (320kms), Ooty (302kms).

By Train: The railway station in Trichy lies on in between Chennai and Madurai. Both these stations are in turn connected to the rest of the country by several important trains.



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Faculty Development Programme

(May 11 - 15, 2020)

APPLICATION FORM

Paste your recent
passport size photograph

Name of the participant :
Gender :
Category : Faculty Member / Research Scholar / Trainer
Name of the Discipline :
Area of Specialization :
Teaching Interest :
Research Interest :
Institute / Sponsor Address :
Mobile Number and Email :
Payment Details
(Bank Name/Branch/ Transaction/UTR :
ID/Date/Amount)
Food Preference : Veg / Non-Veg
Place:
Date:

(Signature of the participant)

Note: Scanned copy of the duly signed application form, with proof of payment of the programme fee and resume shall be sent to the fdpoffice@iimtrichy.ac.in