

Report on Faculty Development Programme for Software Training for Business Simulation

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Topic: Training for Business Simulation

Speaker: Mr. Rajan Shah, Head, Academics & Research at R&P, Germany

Date: 5th February 2016

Venue: Director's Office

Attendees: Dr. Nirmal Sharma, Dr.(Prof.) Bindiya Soni, Prof. Mayur Rao, Prof. Disha Joshi, Dr.(Prof.) Medha Gupta.

Anand Institute of Management organised training on software of business simulation. Mr. Rajan Shah, Head, Academics & Research at R&P, Germany. He was the resource person for conducting this session. Rathgeber & Partner GmbH (R&P) is a company based in Staufenberg, Germany, established in 1990 as a spin-off of the 'Universität der Bundeswehr' (today: Helmut Schmidt University), Hamburg. R&P has developed and designed, LUDUS®- PC-based Business Simulation game for Management students & professionals. LUDUS® is widely used as a management game since many years across German universities, reputed international universities, training institutions and corporate world.



This session was divided into two parts. In pre-lunch session Mr. Rajan presented one introductory presentation, which is related to basic information of the software and role of faculties and students to work on this software. This presentation was helpful to gain theoretical knowledge of this software. After lunch faculties experienced the hand on experience. In this faculties worked on the hypothetical scenario. In this situation companies allocated to the faculties were manufacturing Pen and selling the same in two markets viz. India and Japan (one product and two markets platform).



Faculties have taken various decisions of the allocated enterprises in the three areas - marketing, finance and production. Each allocated company judged on the 'Realised Profit' at the end of each period. This was very knowledgeable and interesting, where we have applied our theoretical knowledge into practical context. This software is helpful to develop managerial skills, decision making skills, critical thinking skill and increase entrepreneurship abilities.

The session was concluded with a feeling of gratitude and commitment to work on the various suggestions. The institute will have a series of similar interactions in future.

Report prepared by: Dr. Medha Gupta (Assistant Professor, Anand Institute of Management)