

VAC124	BUSINESS SIMULATION BY CESIM
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

A major limitation of case pedagogy is its inability to bring into play the time dimension of decision making. The ability to respond to changes in the environment and the outcomes of earlier decisions cannot be adequately incorporated in the case pedagogy. The objective of this course is to give students hands on experience of strategy formulation, execution and mid-course correction as the environment and the outcomes of earlier decisions change from iteration to iteration as they play the game. They learn to appreciate the path dependence of the outcomes of strategic decisions for an organization.

Course Objectives

Students will be able to:

- Understand the dynamic nature of strategy formulation and execution
- Chart the course of an organization that takes into account not only the macro environment factors but also the decisions taken by the competitors in the Industry.
- Appreciate the internal dynamics within the organization that impact key decisions
- Be aware of personal beliefs, heuristics and biases on decisions and outcomes.

Course Outcomes

On completion of this course, students will be able to:

- Adapt Strategies to Changing Environments
- Craft Informed and Competitive Strategies
- Identify and Leverage Internal Resources:
- Mitigate Cognitive Biases

Course Content

Module I

7 hours

Strategic Thinking: increase the participant's awareness of the complexity of operating an international company from a strategic and general management perspective.

Module II

7 hours

Cross functional decision making: develop capabilities in identifying & analysing key environmental and organizational variables that may influence an organization's performance within and across national markets, and how these variables may influence the organization.

Module III

8 hours

Financial Acumen: enhance fact based analytical decision making and crystallize the financial implications of business decisions by linking the decisions to cash flows and bottom line performance.

Module IV

8 hours

Customer Centricity: drive positioning and customer centricity to sync market offerings to customer expectations

Text Books and Pedagogy: The main pedagogy used in the course is using a computer based business game to simulate the environment that determines the outcomes of the decisions for each team participating in the game. Students are divided into teams and are required to take charge of a company as they play the game over several rounds of simulation.

References: Cesim Caselets

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50


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K.R. Mangalam University
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K.R. MANGALAM UNIVERSITY
EDUCATION FOR LIFE
(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2022-23/3246(A) Dated: 10th December, 2022

NOTICE

This is to put for information that School of Management & Commerce is offering Value-Added Course (VAC) for all interested students during Even Semester as per the following specifications.

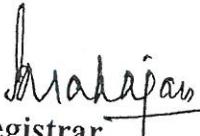
Course Code	Course Title	Coordinating Department / School	Duration
SMMC651A	Leadership Development	SOMC	30 Hrs.
VAC122	Employability Skills-II	SOMC	30 Hrs.
VAC124	Business Simulation by CESIM	SOMC	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 08 February 2023

Course End Date: 31 May 2023

All interested students are required to confirm their registration with the Dean-School of Management & Commerce latest by **26th December, 2022.**


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K R Mangalam University
Copy to: Sohna Road, Gurugram (Haryana)

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

: For kind information


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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC124
COURSE TITLE: BUSINESS SIMULATION BY CESIM

ROLL NO	NAME	PROGRAMME	SEMESTER	8-Feb-23	9-Feb-23	15-Feb-23	16-Feb-23	22-Feb-23	23-Feb-23	1-Mar-23
2202570012	KRITARTH DHUPAR	MBA	Semester-II	P	P	P	P	P	P	P
2202570028	Mehak	MBA	Semester-II	P	P	P	P	P	P	P
2202570032	TANNU YADAV	MBA	Semester-II	P	P	P	P	P	P	P
2202570018	Lalita Yadav	MBA	Semester-II	P	P	P	P	P	P	P
2202570019	ANIKET	MBA	Semester-II	P	P	P	P	P	P	P
2002070029	ADITYA RAJ	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070019	RISHI YADAV	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070016	ARUN SHARMA	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070031	AASHMIT BHARDWAJ	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070003	HARSHIT BANSAL	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070013	HEMANT GARG	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070017	ADITYA ARYA VERMA	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2002070006	DEEPAK KUMAR	B.Com (H)	Semester-VI	P	P	P	P	P	P	P
2202570016	RIYA DAGAR	MBA	Semester-II	P	P	P	P	P	P	P
2208190003	CHARVI SHARMA	B.A. (H) Economics	Semester-II	P	P	P	P	P	P	P

[Signature]

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ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC124

COURSE TITLE: BUSINESS SIMULATION BY CESIM

ROLL NO	NAME	2-Mar-23	8-Mar-23	9-Mar-23	15-Mar-23	16-Mar-23	22-Mar-23	23-Mar-23	29-Mar-23	30-Mar-23	5-Apr-23
2202570012	KRITARTH DHUPAR	P	A	P	P	P	A	P	P	P	P
2202570028	Mehak	P	P	A	P	P	P	P	P	P	P
2202570032	TANNU YADAV	A	P	P	P	P	P	P	P	P	P
2202570018	Lalita Yadav	P	P	P	P	P	P	P	P	P	P
2202570019	ANIKET	P	A	P	P	P	P	P	P	P	P
2002070029	ADITYA RAJ	P	P	P	P	A	P	A	P	P	P
2002070019	RISHI YADAV	P	P	P	P	P	P	P	P	P	P
2002070016	ARUN SHARMA	P	P	P	P	P	P	P	P	P	P
2002070031	AASHMIT BHARDWAJ	P	A	P	P	P	P	A	P	P	P
2002070003	HARSHIT BANSAL	P	P	P	P	P	P	P	P	P	P
2002070013	HEMANT GARG	P	P	P	P	P	P	P	P	P	P
2002070017	ADITYA ARYA VERMA	P	A	P	P	P	A	P	P	P	P
2002070006	DEEPAK KUMAR	A	P	A	P	P	P	P	P	P	P
2202570016	RIYA DAGAR	P	P	P	P	P	P	P	P	P	P
2208190003	CHARVI SHARMA	P	P	P	P	P	P	P	P	P	P

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VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC124
COURSE TITLE: BUSINESS SIMULATION BY CESIM

ROLL NO	NAME	6-Apr-23	12-Apr-23	13-Apr-23	19-Apr-23	23-Apr-23	26-Apr-23	27-Apr-23	3-May-23	4-May-23	10-May-23
2202570012	KRITARTH DHUPAR	A	P	P	P	P	P	A	A	P	P
2202570028	Mehak	P	P	P	A	P	A	P	P	P	P
2202570032	TANNU YADAV	P	P	P	A	A	A	P	P	P	P
2202570018	Lalita Yadav	P	P	P	P	P	P	P	P	P	P
2202570019	ANIKET	P	P	P	P	P	P	P	P	P	P
2002070029	ADITYA RAJ	P	P	P	P	P	A	P	A	P	P
2002070019	RISHI YADAV	P	P	P	P	P	A	A	P	P	P
2002070016	ARUN SHARMA	P	P	P	P	P	A	A	P	P	P
2002070031	AASHMIT BHARDWAJ	P	P	P	P	P	A	A	P	P	A
2002070003	HARSHIT BANSAL	P	P	P	P	P	A	P	A	P	P
2002070013	HEMANT GARG	P	P	P	P	P	A	A	P	P	P
2002070017	ADITYA ARYA VERMA	P	P	P	P	P	A	A	P	P	P
2002070006	DEEPAK KUMAR	P	P	P	P	P	P	P	A	P	P
2202570016	RIYA DAGAR	P	P	P	P	P	P	P	P	P	P
2208190003	CHARVI SHARMA	P	P	P	P	P	P	P	P	A	P

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VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC124
COURSE TITLE: BUSINESS SIMULATION BY CESIM

ROLL NO	NAME	11-May-23	17-May-23	18-May-23	24-May-23	25-May-23	31-May-23	TOTAL	Present	Percentage
2202570012	KRITARTH DHUPAR	P	P	P	P	P	P	33	28	84.85
2202570028	Mehak	P	P	P	P	P	P	33	30	90.91
2202570032	TANNU YADAV	P	P	P	P	P	P	33	29	87.88
2202570018	Lalita Yadav	P	A	P	P	P	P	33	31	93.94
2202570019	ANIKET	P	P	P	P	P	P	33	28	84.85
2002070029	ADITYA RAJ	P	A	P	P	P	P	33	29	87.88
2002070019	RISHI YADAV	P	P	P	P	P	P	33	29	87.88
2002070016	ARUN SHARMA	P	P	P	P	P	P	33	27	81.82
2002070031	AASHMIT BHARDWAJ	P	A	P	P	P	P	33	27	81.82
2002070003	HARSHIT BANSAL	P	A	P	P	P	P	33	28	84.85
2002070013	HEMANT GARG	P	A	P	P	P	P	33	28	84.85
2002070017	ADITYA ARYA VERMA	A	P	A	P	P	P	33	30	90.91
2002070006	DEEPAK KUMAR	P	P	P	P	P	P	33	29	87.88
2202570016	RIYA DAGAR	A	A	P	P	P	P	33	28	84.85
2208190003	CHARVI SHARMA	P	A	A	P	P	A	33	28	84.85

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THE COMPLETE WORLD OF EDUCATION

VAC ADDED COURSE(VAC)

ACADEMIC YEAR 2022-23

COURSE CODE: VAC124

COURSE TITLE: BUSINESS SIMULATION BY CESIM
COURSE OFFERED BY: SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE CODE	COURSE TITLE	SCHOOL
1	2022-23	2202570012	KRITHARTH DHUPAR	MBA	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
2	2022-23	2202570028	Mehak	MBA	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
3	2022-23	2202570032	TANNU YADAV	MBA	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
4	2022-23	2202570018	Lalita Yadav	MBA	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
5	2022-23	2202570019	ANIKET	MBA	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
6	2022-23	2002070029	ADITYA RAJ	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
7	2022-23	2002070019	RISHI YADAV	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
8	2022-23	2002070016	ARUN SHARMA	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
9	2022-23	2002070031	AASHMIT BHARDWAJ	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
10	2022-23	2002070003	HARSHIT BANSAL	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
11	2022-23	2002070013	HEMANT GARG	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
12	2022-23	2002070017	ADITYA ARYA VERMA	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
13	2022-23	2002070006	DEEPAK KUMAR	B.Com (H)	Semester-VI	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
14	2022-23	2202570016	RIYA DAGAR	MBA	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF MANAGEMENT & COMMERCE(SOMC)
15	2022-23	2208190003	CHARVI SHARMA	B.A. (H) Economics	Semester-II	VAC124	BUSINESS SIMULATION BY CESIM	SCHOOL OF HUMANITIES(SOHS)

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This is to certify that **KRITARTH DHUPAR**, University Enrolment No **2202570012** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC124** (**BUSINESS SIMULATION BY CESIM**) during Academic Session **2022-23** (Even Semester).

Date: 25.07.2023

h. rajan

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This is to certify that **Mehak**, University Enrolment No **2202570028** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **TANNU YADAV**, University Enrolment No **2202570032** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **Lalita Yadav**, University Enrolment No **2202570018** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

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This is to certify that **ANIKET**, University Enrolment No **2202570019** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **ADITYA RAJ**, University Enrolment No **2002070029** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **RISHI YADAV**, University Enrolment No **2002070019** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **ARUN SHARMA**, University Enrolment No **2002070016** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **AASHMIT BHARDWAJ**, University Enrolment No **2002070031** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **HARSHIT BANSAL**, University Enrolment No **2002070003** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **HEMANT GARG**, University Enrolment No **2002070013** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **ADITYA ARYA VERMA**, University Enrolment No **2002070017** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **DEEPAK KUMAR**, University Enrolment No **2002070006** of **B.Com (H)** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **RIYA DAGAR**, University Enrolment No **2202570016** of **MBA** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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This is to certify that **CHARVI SHARMA**, University Enrolment No **2208190003** of **B.A. (H) Economics** programme has successfully qualified **VALUE ADDED COURSE VAC124 (BUSINESS SIMULATION BY CESIM)** during Academic Session **2022-23 (Even Semester)**.

Date: 25.07.2023

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