



DELHI SCHOOL OF PROFESSIONAL STUDIES AND RESEARCH

FIVE DAY FACULTY DEVELOPMENT PROGRAM



'TEACHING THROUGH BUSINESS SIMULATION'



27TH - 31 ST JULY 2020 , 10 AM TO 4 PM

PROGRAM FEE : INR 8000/-

REGISTRATION LINK

[HTTPS://FORMS.GLE/SVKWBO9Y5VM2ZXURA](https://forms.gle/SVKWBO9Y5VM2ZXURA)

LAST DATE FOR REGISTRATION - 24TH JULY 2020

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Academy of Indian Marketing.



BUSINESS SIMULATION

Business Simulations allow students to experiment with business strategies, test business ideas, and experience the consequences of their actions in a virtual business environment. Students are enabled to apply the theoretical knowledge they learn in your class and make strategic and tactical business decisions in the game. They would be able to develop and deliver the right and critical skills to succeed in today's business world.



Prior to the students' utility of the simulations for their learning and course credit purposes, the faculty is provided with hands on training experience of the simulations.

The teaching methodology behind the Marketplace business games was created by Dr. Ernest Cadotte, Fisher Professor of Marketing at the University of Tennessee in Knoxville. It has been developed and advanced based upon the learning experience of over three decades.



Marketplace Simulation Software will be used for this training program. As the simulations are challenge based, the faculty team performing the best would be adjudged as Winners with a winner's certificate along with a certificate of participation for other participants.

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ABOUT THE PROGRAM

The Faculty Development Program is conceived & formulated with the following objectives:



Understand Simulation Pedagogy to integrate in the Management Programs



Know 'what drives the student's learning process and how simulation helps'



Learn Instructor's Role in teaching through business simulation



Illustrate methodology and details to deliver the course



Experience Business Simulation by playing the role of a learner

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TEACHING THROUGH BUSINESS SIMULATION

Program Objectives

- Understand Simulation Pedagogy to integrate in the Management Programs
- Know 'what drives the student's learning process and how simulation helps
- Learn Instructor's Role in teaching through business simulation
- Illustrate methodology and details to deliver the course
- Experience Business Simulation by playing the role of a learner



Benefits of Business Simulations for Teaching

- Automatic grading and assessment tools
- Pre-customized options
- Flexible participation/interaction between student and instructor
- Ease of integration with textbook material
- Includes valuable coaching materials: introductory presentations, guidelines, coaching tools, added activities, rubrics and assessment tools
- Web-based software – Installation free
- Accessible support hours and free 24/7 emergency support

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BUSINESS COACH

Dr. Bindu Agrawal

Professor of Entrepreneurship and Head IILM Business

Incubation Centre with IILM University Gurugram (Delhi NCR), business mentor for startups, and Mentor for Change (MoC- NITI Aayog). She has mentored many student's startups and coordinated the project of Entrepreneurship Development, New Gen IEDC funded by Department of Science and Technology (NESTEDB), Government of India.

Her zeal for innovative pedagogy inspired her to be a Business Coach for Business Simulation Games and adopt the Simulation Games pedagogy for teaching business. She got her first certification as a Business Coach in March 2014 at EDI Ahmadabad with Market Place Simulation Games, USA and she got upgraded for the certification of Master Business Coach at Townsend, Tennessee, USA, on April 2017. She has been involved in many National and International Train-the-Trainer Business Simulation programs.

Mr. Jayakar Sodagiri

Assistant Professor, Department of Commerce, Delhi School of Economics, University of Delhi

His area of expertise is International Business and Trade Documentation & Practices. He is a Consulting Partner with the IILM University (Delhi, Gurugram, Greater Noida) creating and managing their online courses and programs. along with their online courses on Swayam (MHRD, GoI) IIM Bangalore. In 2015-16 he was working with UGC's e-pgpathshala, University of Delhi for the Commerce department.

He is an Associate Member of the Academy of Indian Marketing (AIM).

He is a Business Coach with the Business Simulation Games and Faculty Development Simulation Programs across the country.

For any query feel free to contact

Dr. Sima Kumari

Professor & Dean

96542-50004

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