



Using Simulations as a Pedagogical tool in Marketing & Strategy

Faculty Development Program

17th to 19th February, 2010



**“THE HANDS ON
EXPERIENCE OF DOING
THINGS MYSELF AND
WITNESSING THE
OUTCOME IS A
PROCESS OF
DISCOVERY THAT I
WOULD NOT EASILY
FORGET”**

**-SHUBAIR, STUDENT
(BATCH OF 2010).**



ABOUT IBS HYDERABAD

IBS, Hyderabad is a constituent of the ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh, a deemed to be university under Section 3 of the UGC Act, 1956. Established in 1995, IBS has grown impressively in a short span of fifteen years and achieved widespread recognition in academic and professional circles. It is a premier business school that has been consistently ranked by independent rating agencies as one of the top 10 business schools in India. It offers programs such as MBA, Executive MBA, Integrated MBA-Ph D and Ph D to a wide cross section of students, executives and professionals. All the programs are campus based residential programs.

ABOUT SIMULATIONS

Knowledge, it is believed, can be imparted through teaching, but skills can only be developed. One cannot teach a person to swim through a lecture. Decision making is one such skill. It cannot be imparted through a lecture mode. It has to be inculcated, nurtured and developed. Management teachers have therefore used cases and simulations to do the same. Simulations are computer based dynamic exercises that create circumstances that are very close to real life situations where managers have to take calculated decisions.

OUR EXPERIENCE WITH SIMULATIONS

The response from the participants attending the course and using simulations has been overwhelming. This is evident from the attendance and also from the amount of login time students spend online. Students take decisions related to branding, advertising, sales force management, distribution, pricing, product development, etc. The simulation forces students to revisit all the theoretical concepts learnt by them over the past 3 semesters.

OBJECTIVE OF THIS PROGRAM

This FDP is a unique program, being offered only by IBS Hyderabad. The objective of this FDP is to disseminate the intricacies of using simulations as a pedagogical tool so that faculty members can in turn use them in imparting long / short term courses in Marketing and Strategy in their respective B schools/ organizations. Faculty members who attend this program will learn how to use the simulation by experiencing its usage firsthand.

WHO SHOULD ATTEND?

Faculty of Business schools/ colleges/ institutes presently conducting courses in Marketing and Strategy area will immensely benefit from the program. Trainers in organizations involved in in-house training or conducting Management development programs.

SCHEDULE

Day	Description of Activity
Day 1, Morning Session	3 rounds of the simulation game
Day 1, Evening Session	Debriefing on the results,
Day 2, Morning Session	Next 3 rounds of the simulation game.
Day 2, Evening Session	Debriefing on the impact of decisions and discussions on the final rounds
Day 3, Morning Session	Cases associated with the subject.
Day 3, Evening Session	Session on how Simulation is more effective in developing decision making capability amongst students.

RESOURCE PERSONS

Prof. V.V.Gopal has over 21 years of rich industry experience having worked with ITC and Karvy Consultants in the areas of business development and identifying and development of new markets.

Dr.Jagrook Dawra has worked for over 12 years both in the industry and academics. His area of expertise is in Product and Brand Management and Marketing Research.

Dr.Venu Gopal has extensive experience of 19 years in sales and marketing functions in reputed companies. He teaches Strategic Marketing Management, Sales & Distribution, and Services Marketing.



It is real

“The way I make strategies along with the VP & GM of my Company for this new product is exactly a replica of how I did it as a CEO of Heptagram systems in the marketplace game.”

-Dr. Adil Mirza, Student, Batch of 2008



It is exciting

“Thank you very much for teaching me & preparing me for the life ahead, without my knowing that I am being taught!!!”

-Rishi Dweswar, Student,



It is engrossing

“Teaching Strategy through Simulations is not only useful for participants but it also teaches us a lot.

- Kanupriya Katyal, Professor, ASCI



REGISTRATION & FEE

The fee for the program is **Rs. 12,000** per participant.

Fee includes Reading Material, Simulation License Fee, Boarding and Lodging at IBS campus. Last date for registration is Feb 10, 2010. You may please send the enclosed application form to the undersigned either by mail or by courier. Fee can be sent by Cheque/DD drawn in favor of IBS, Hyderabad.

We are offering an early bird discount of 10% if the registration fee reaches us before 31st January, 2010.

We are further offering a discount of 15% if an organization sponsors more than 2 participants.

IMPORTANT DATES

Dates of the FDP: 17, 18, 19 February, 2010

Last date for registration: 10th February, 2010

FOR COMMUNICATION & FURTHER INFORMATION

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