LUDUS – Business Simulation Program - Germany (Optional)
for
GTU Affiliated MBA institutes

About the Business Simulation Program

Rathgeber & Partner-GmbH – a company established in 1990 from Germany offering "LUDUS " Business Simulation program to many Universities for their Management students in Germany and in entire European countries and also to many Multinational companies for their different level management trainees and Managers. R & P is planning to introduce a **computer based Business Simulation program** for the management students of GTU - **on optional basis**.

Students will be asked to make and analyses of various strategies related to Finance, Marketing, HR or Production etc. with the help of this Business Simulation program. It gives various hypothetical situations, options and alternatives to the students to analyze the business strategies with the help of this software. This is a very useful program for Management students, which provides student an opportunity to participate in the process of analyzing complex, industry-defined problems, requiring short, medium and long-term planning in a realistic environment under a risk free environment. The main Strategic decision fields are marketing, production, logistics and finance**.**

Rathgeber & Partner- GmbH (Germany) in association with GTU have conducted many workshops and FDP's in various Management colleges and faculties of Management studies from different Colleges have successfully participated. However more workshops and FDP's could be conducted for remaining colleges who still have not participated in the process by the company's trainers. Rathgeber & Partner –GmbH have decided to offer this program at a very low and affordable cost to GTU MBA students. After the successful completion of the program the students will also get the certificate from Rathegeber & Partner – Germany.

NOTE: This is an add-on program for business management students to be offered on optional basis. So, to choose this program will be entirely the institute level decision with the consent of the students and faculties. GTU do not have any academic or non-academic role regarding the initiation/execution/consequences of the program.

Key advantages for Students:

- Enhances retention & interest level of students in the respective academic program.
- Students can enhance the Managerial skills, decision making skills.
- Develops critical thinking skill, increase entrepreneurship ability, increase department integration knowledge, experience the real industry set up and run activities.
- Offers Innovative way of learning under hypothetical situation under risk free environment.
- Students can be Industry read after the Simulation hands on experience.
- Develops technical expertise and the operational Intelligence.
- Empower students to take operational roles in a virtual company.

Learning Objectives

Simulation will help students to understand and analyse:

- Interaction between different business areas
- Importance of big picture assessment as well as detailed analysis
- Applicability of theories and models learned in several topics (marketing, production, logistics and finance) in a real life business situations on virtual platform
- Enhance team-working skills, critical thinking ability and in particular sharing the load on different expertise
- Presentation and summarization of findings concisely both orally and via a written report.
- The emphasis throughout is on the application of conceptual models which clarify the interaction between industry, competition, firm resources, and the structure and development of firm capabilities**.**

FOR DEMONSTRATION AND OTHER INQUIRES:

- The Directors/Principals of all GTU affiliated MBA colleges are advised to contact directly the company's adviser in Asia, Mr. Ravish Shah on his Mobile no: 09825086956 or can send mail to: rathgeber.ludus@gmail.com for Demo / Presentation / FDP to Implement this proposed Business Simulation program for the MBA faculties and finally for students.