

SIMULATION

Simulation modeling provides a powerful methodology for advancing theory and research on complex behaviors and systems. It helps the business students to understand a given situation well and enhance their decision making of students. Also it helped our students further enhance their critical thinking approach and teamwork.

The activity was conducted in the college on 3rd October 2018 for the students of BBA and B.COM 3RD SEMESTER students. There were five teams of 8 members each.

The students were asked to form a LAPTOP Brand. They worked certain given aspects which were:

- Choosing the name for their company
- Logo designing
- Designation of the group members matching the requirements and qualities.
- Creating VMGO for the company
- Designing their product
- Defining price of the product
- Location of store
- Budget preparation
- Formulating strategies to compete in the market and achieve the set objective



Oct' 3



The students were asked to prepare and submit a detailed report on the activity based on the modus operandi and further were evaluated on the same.

